

Splitter

Pivot Table for Survey Data in Excel

Transform your Excel into Survey Analysis Tool

From Raw Survey Data to Tables – All in Excel

Pro v4.1

April 2025

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Splitter : A Quick Guide

- 1. One Survey per Workbook/Excel file:** Each workbook (or Excel file) should contain only one survey data set. If you need to analyze other survey data, you should use a separate workbook.
- 2. Survey Data Set Up:** Your survey data is located on a single sheet within the workbook. The data should start in cell A1, with the first row containing the questions and the first column containing the respondent IDs (or a Timestamp that can serve as an ID). Each intersecting cell holds the answer to a specific question from a particular respondent. When Splitter is first activated, it will automatically rename the sheet to "Form Response 1."
- 3. One Cell Data :** Answer for any question type—whether single answer, multiple answers, or open-ended—are recorded in a single cell, regardless of the length of the response. For multiple answers, separate each answer with a comma.
- 4. AI-Assisted Data Cleaning:** Before creating tables, AI may be needed to clean the data, especially for open-ended questions. Copy the data from the relevant column, paste it into an AI tool with specific instructions/prompts, and then paste the cleaned data back into the survey data column. This AI data cleaning process may require multiple attempts, with adjustments to the **prompts** and careful double-checking, until the results are satisfactory.
- 5. Initial Run:** On the first run, Splitter will automatically code all text data within the survey. This process may take a few minutes, depending on the size of your survey data.
- 6. Generating Tables:** After coding is complete, you can directly generate the data tables you wish to create on a new sheet.
- 7. Tables Essentials:** Splitter is equipped with cross-tabulation, filtering functions, and basic statistics like averages and standard deviations for in-depth data analysis, similar to Pivot Table.
- 8. Saving Your Work:** When you save the workbook, Splitter will retain the latest arrangements, ensuring your data and analysis setup are preserved.
- 9. Data Safety:** Your data is safe. If during organizing or editing you feel you've made a mistake, simply copy the data in the "Form Response 1" sheet to another workbook and start over.
- 10. Sharing Your Work:** Your work, including its arrangements, can be shared with other Splitter users. Simply send the file to another Splitter user, allowing them to create tables based on your saved configurations.

Survey Data in Excel

Example 5-on-Logo-Evaluation - Excel																		
File Home Insert Page Layout Formulas Data Review View Developer Add-ins Help																		
Clipboard Font Alignment Number Styles																		
A1																		
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Timestamp	Gender	Age	Position	A1. How do you like the Logo Design?	A2. How do you like the Logo Color?	A3. How do you like its Tagline?	A4. How do you like the Background Design?	A5. How do you like the Background color?	A6. How do you like the Logo Font type?	A7. How do you like the Tagline Font type?	B1. How do you agree with the statement that the logo is "Unique"?	B2. How do you agree with the statement that the logo is Technology Simple?	B3. How do you agree with the statement that the logo is Attractive?	B4. How do you agree with the statement that the logo Looks sophisticated?	B5. How do you agree with the statement that the logo is Premium?	B6. How do you agree with the statement that the logo Fits Company Brand?	B7. How do you agree with the statement that the logo is Professional?	B8. How do you agree with the statement that the logo is Modern?
1																		
2	7/29/2015 23:52:13	Female	25 - 45 yo	External	Like very much	Like very much	Like very much	Like very much	Like	Like	Like very much	Like very much	Like very much	Like very much	Like very much	Like very much	Like very much	Like very much
3	7/29/2015 23:53:34	Male	25 - 45 yo	Senior Staff	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
4	7/29/2015 23:54:14	Female	>45 yo	Manager	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
5	7/29/2015 23:55:15	Female	25 - 45 yo	Director	Like very much	Like very much	Like very much	Like very much	Like very much	Like very much	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
6	7/29/2015 23:56:16	Male	25 - 45 yo	Staff	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
7	7/29/2015 23:57:16	Female	>45 yo	Senior Staff	Like very much	Like	Like	Like very much	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
8	7/29/2015 23:58:17	Female	< 25 yo	Manager	Like	Like	Like	Like somewhat	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
9	7/29/2015 23:59:18	Male	< 25 yo	External	Like	Like	Like	Like	Like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
10	7/30/2015 00:00:18	Male	25 - 45 yo	Senior Staff	So so	Like somewhat	Like somewhat	Like somewhat	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
11	7/30/2015 00:01:19	Male	< 25 yo	Senior Staff	Like	Like very much	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
12	7/30/2015 00:02:20	Male	< 25 yo	Staff	Like somewhat	Like very much	Like	Like very much	Like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
13	7/30/2015 00:03:20	Male	< 25 yo	Staff	Like somewhat	Like very much	Like	Like very much	Like somewhat	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
14	7/30/2015 00:04:21	Female	>45 yo	Manager	Like very much	Like	Like	Like very much	Like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
15	7/30/2015 00:05:21	Male	< 25 yo	Staff	Like	Like	Like	Like somewhat	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
16	7/30/2015 00:06:22	Female	< 25 yo	Staff	Like	Like	Like	Like	Like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
17	7/30/2015 00:07:23	Female	< 25 yo	External	Like	Like	Like	Like very much	Like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
18	7/30/2015 00:08:23	Female	< 25 yo	Staff	Like very much	Like	Like	Like	Like somewhat	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
19	7/30/2015 00:09:24	Female	25 - 45 yo	External	Like	Like	Like	Like somewhat	Like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
20	7/30/2015 00:10:25	Female	>45 yo	Manager	Like somewhat	Like	Like	Like somewhat	Like somewhat	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
21	7/30/2015 00:11:25	Female	>45 yo	Manager	Like	Like	Like	Like very much	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
22	7/30/2015 00:12:26	Female	25 - 45 yo	Manager	Like	Like	Like	Like	Like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
23	7/30/2015 00:13:27	Female	25 - 45 yo	Manager	Like	Like	Like	Like	Like somewhat	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
24	7/30/2015 00:14:27	Female	< 25 yo	External	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
25	7/30/2015 00:15:28	Female	25 - 45 yo	External	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
26	7/30/2015 00:16:29	Female	25 - 45 yo	Staff	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
27	7/30/2015 00:17:29	Female	>45 yo	Staff	So so	Like somewhat	Like	Like	So so	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
28	7/30/2015 00:18:30	Male	< 25 yo	Staff	Like	Like very much	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
29	7/30/2015 00:19:31	Female	>45 yo	Senior Staff	Like very much	Like very much	Like very much	Like very much	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
30	7/30/2015 00:20:31	Male	25 - 45 yo	Staff	Like very much	Like	Like	Like somewhat	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
31	7/30/2015 00:21:32	Female	< 25 yo	Staff	Like very much	So so	So so	Like somewhat	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
32	7/30/2015 00:22:33	Female	< 25 yo	Staff	Like very much	Like somewhat	Like somewhat	Like somewhat	Dislike	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
33	7/30/2015 00:23:33	Female	< 25 yo	Staff	So so	Like very much	Like	Like	Like somewhat	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
34	7/30/2015 00:24:34	Male	25 - 45 yo	Manager	Like	Like	Like	Like	Like somewhat	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
35	7/30/2015 00:25:35	Female	< 25 yo	Staff	Dislike	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
36	7/30/2015 00:26:35	Female	>45 yo	Staff	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
37	7/30/2015 00:27:36	Female	25 - 45 yo	Staff	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
38	7/30/2015 00:28:37	Female	< 25 yo	Staff	Like somewhat	Like	Like	Like	Like	Like somewhat	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
39	7/30/2015 00:29:37	Female	>45 yo	Senior Staff	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
40	7/30/2015 00:30:38	Female	25 - 45 yo	Staff	Like	Like	Like	Like	Like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
41	7/30/2015 00:31:39	Male	25 - 45 yo	External	Like	Like	Like	Like very much	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree
42	7/30/2015 00:32:40	Female	>45 yo	Manager	Like very much	Like very much	Like very much	Like very much	Like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree

• **Start in Cell A1:** Ensure your survey data begins at the top-left corner of the sheet in cell A1.

• **Row 1:** Contains the survey questions, with each column representing a different question.

• **Row 2 and Beyond:** Each row contains responses from individual respondent, with each column corresponding to the respective question

• **Column A:** Contains the respondent IDs or a Timestamp that serves as an ID

• **Square Format:** The survey data is organized in a simple square format. Each cell, where a row and a column intersect, holds the answer to a specific question from a particular respondent.

• **One Cell Data:** Answers for any question type—whether single answer, multiple answer, or open-ended—are recorded in a single cell, regardless of the length of the response.

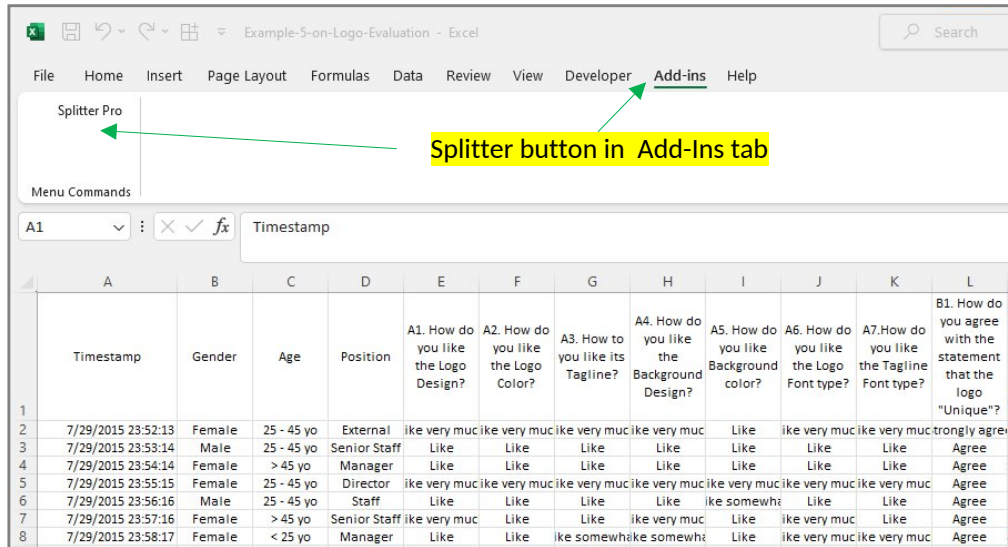
• **Handling Multiple Answers:** For multiple answers, separate each answer with a comma within the same cell.

• **Data Format Template:** This setup is similar to the format of survey data downloaded from Google Forms into Excel.

Survey Data Cleaning with AI

- You can ask AI like ChatGPT to handle any data-cleaning task, particularly for open-ended questions where respondents type their answers themselves.
- Capitalizing words, Correcting names, Fixing spelling errors, Handling abbreviations, Removing irrelevant characters, Ensuring uniform formatting, and much more depending on your needs.
- Simply copy the column for a specific question from your survey data, paste it into the AI tool like ChatGPT with a prompt like, "Capitalize Brand Names," and then copy the corrected text back into your Excel column.
 - However, this AI data cleaning process may require multiple attempts, with adjustments to the prompts and careful double-checking, until the results are satisfactory.
- The most important aspect of data cleaning for Splitter involves the use of commas as a delimiter or separator.
 - A comma delimiter or separator helps distinguish different elements or items within a single cell. For example, if a respondent lists multiple brands they prefer, Splitter will recognize each brand as a separate item when they are separated by commas
 - When you use a prompt like "Clean the Data" with AI tools such as ChatGPT, it will typically correct any improper use of commas.

First Time Running Splitter : Automatic Text Coding



Running Splitter for the First Time:

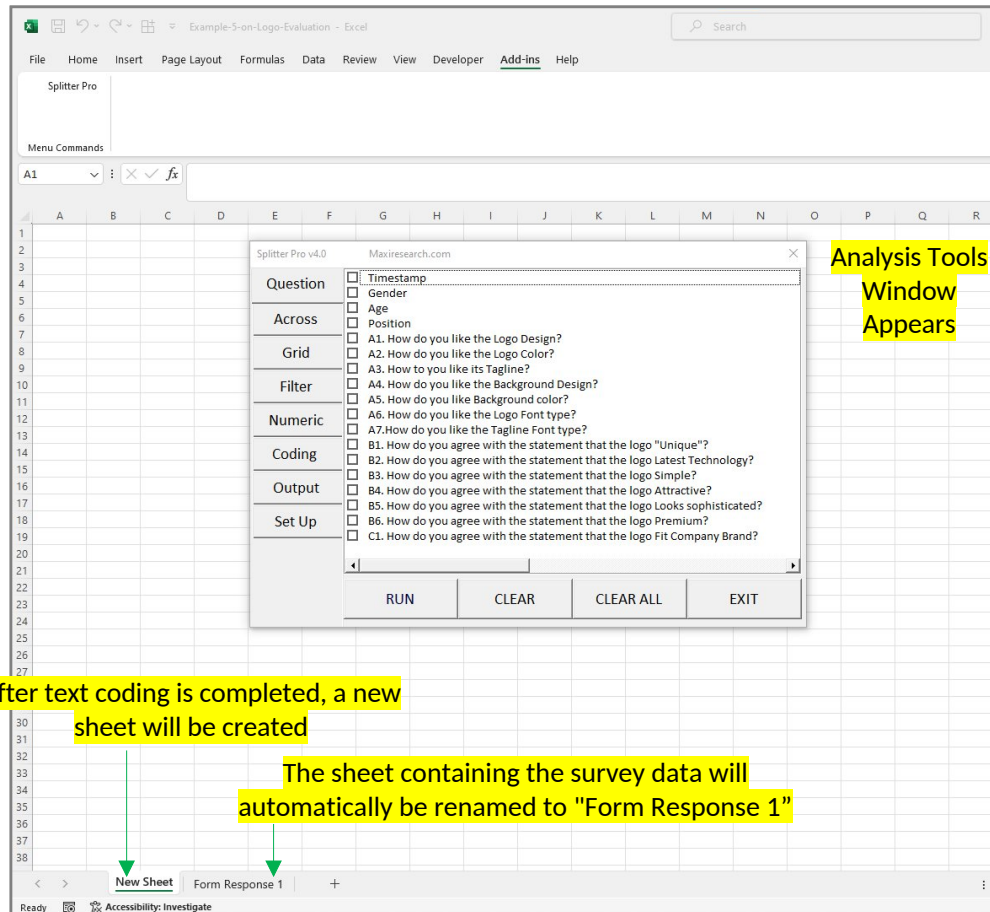
1. Open Survey Data Workbook: Start by opening the Excel workbook containing your survey data sheet.

2. Ensure Active Sheet: If your workbook contains only one sheet with survey data, everything is set. However, if your workbook has multiple sheets, make sure the sheet with the survey data is active (it should be the front sheet with the data displayed on your screen).

3. Run Splitter: Once you are on the active survey data sheet, simply click "Splitter" button in the Add-Ins tab to initiate the process.

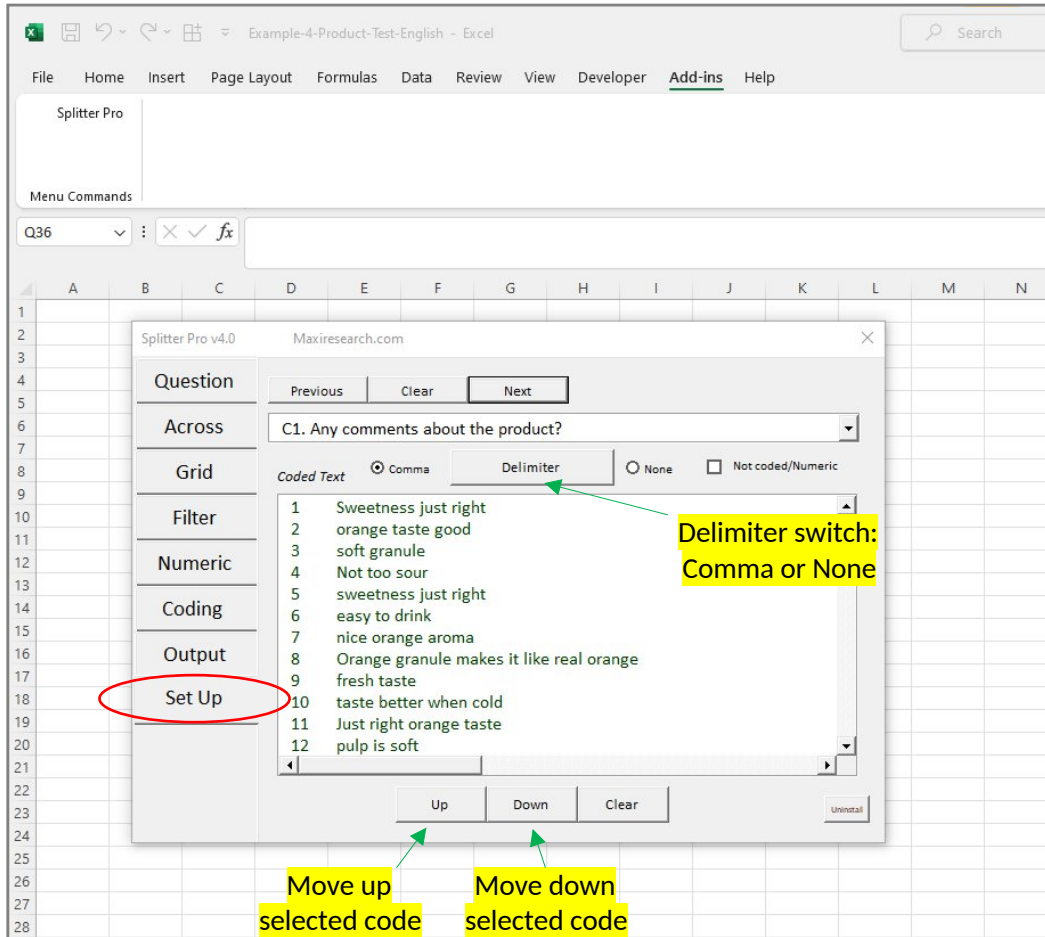
4. Text Data Coding: Splitter will automatically code all the text data in the survey. Depending on the size of your dataset, this process may take several minutes or longer.

Analysis Tools Window – Tabs for Tables Creation and Analysis



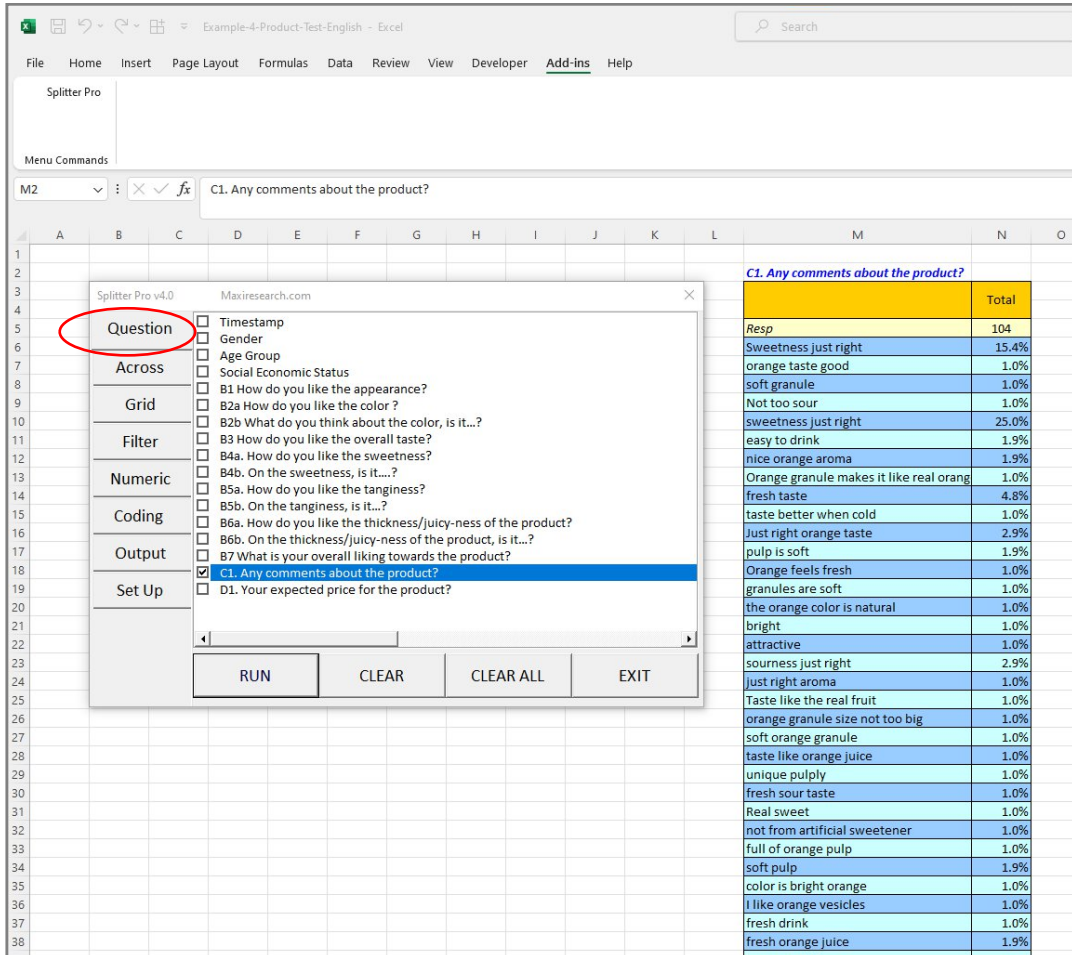
- After completing text coding, the analysis tools window appears.
- You can now start creating tables using the various tabs available for deeper analysis, including crosstabulation, filtering, and more detailed data breakdowns.

Set Up Tab – Organize Automatic Coding Result



- In the setup tab, you can review the text coding results and adjust the coding order.
- There are two types of text coding in Splitter : With comma delimiter and without delimiter.
 - With the comma delimiter, any text between commas is treated as one code, allowing more than one code in a single cell.
 - Without the delimiter, however, all the text in the cell is treated as one code, including any commas if present.
- The default text coding in Splitter is with comma delimiter.

Question Tab – Generating Tables



The screenshot shows the Excel interface with the 'Question' tab selected. The 'Splitter Pro' dialog box is open, displaying a list of questions. The 'Question' tab is highlighted, and the 'C1. Any comments about the product?' question is selected. The 'RUN' button is visible at the bottom of the dialog box.

Question	Response
C1. Any comments about the product?	104
Resp	15.4%
Sweetness just right	1.0%
orange taste good	1.0%
soft granule	1.0%
Not too sour	1.0%
sweetness just right	25.0%
easy to drink	1.9%
nice orange aroma	1.9%
Orange granule makes it like real orange	1.0%
fresh taste	4.8%
taste better when cold	1.0%
Just right orange taste	2.9%
pulp is soft	1.9%
Orange feels fresh	1.0%
granules are soft	1.0%
the orange color is natural	1.0%
bright	1.0%
attractive	1.0%
sourness just right	2.9%
just right aroma	1.0%
Taste like the real fruit	1.0%
orange granule size not too big	1.0%
soft orange granule	1.0%
taste like orange juice	1.0%
unique pulpy	1.0%
fresh sour taste	1.0%
Real sweet	1.0%
not from artificial sweetener	1.0%
full of orange pulp	1.0%
soft pulp	1.9%
color is bright orange	1.0%
I like orange vesicles	1.0%
fresh drink	1.0%
fresh orange juice	1.9%

- To generate tables, go to Question tab and select one or more questions you want to create tables from.
- Put your cursor at any location other than in survey data sheet “Form Response 1”. Click Run.

Across Tab – Creating Crosstabulation Tables

The screenshot shows an Excel spreadsheet titled 'Example-4-Product-Test-English - Excel'. A 'Splitter Pro' dialog box is open, displaying a list of questions. The 'Across' tab is selected, and the 'Question' tab is also visible. The spreadsheet shows a crosstabulation table for the question 'C1. Any comments about the product?'. The table has columns for 'Total', 'Gender' (Female, Male), and 'Age Group' (13 - 17 yo, 18 - 24 yo, 25 - 30 yo). The rows list various comments about the product, such as 'Sweetness just right', 'orange taste good', 'soft granule', etc., with corresponding percentages for each category.

	Total	Gender		Age Group		
		Female	Male	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	104	52	52	46	28	30
Sweetness just right	15.4%	25.0%	5.8%	15.2%	7.1%	23.3%
orange taste good	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
soft granule	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
Not too sour	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
sweetness just right	25.0%	23.1%	26.9%	23.9%	28.6%	23.3%
easy to drink	1.9%	0.0%	3.8%	4.3%	0.0%	0.0%
nice orange aroma	1.9%	0.0%	3.8%	2.2%	3.6%	0.0%
Orange granule makes it like real orange	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
fresh taste	4.8%	3.8%	5.8%	2.2%	3.6%	10.0%
taste better when cold	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
Just right orange taste	2.9%	1.9%	3.8%	4.3%	3.6%	0.0%
pulp is soft	1.9%	0.0%	3.8%	2.2%	3.6%	0.0%
Orange feels fresh	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
granules are soft	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
the orange color is natural	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
bright	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
attractive	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
sourness just right	2.9%	1.9%	3.8%	2.2%	7.1%	0.0%
just right aroma	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
Taste like the real fruit	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
orange granule size not too big	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
soft orange granule	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
taste like orange juice	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
unique pulp	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
fresh sour taste	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
Real sweet	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
not from artificial sweetener	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
full of orange pulp	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
soft pulp	1.9%	0.0%	3.8%	0.0%	3.6%	3.3%
color is bright orange	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
I like orange vesicles	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
fresh drink	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
fresh orange juice	1.9%	1.9%	1.9%	2.2%	3.6%	0.0%

- To create crosstabulation tables, in addition to selecting questions in the Question tab, also select one or more questions in the Across tab to be the column headers.

Filter Tab – Creating Tables Based on Specific Respondent Criteria

The screenshot shows the Splitter Pro v4.0 software interface. A dialog box titled "Filter1" is open, showing a list of filter options: "Middle", "Middle low", "Upper 1", and "Upper 2". The "Filter" tab is selected and highlighted with a red circle. The background shows a data table with columns for "Total", "Gender" (Female, Male), and "Age Group" (13 - 17 yo, 18 - 24 yo, 25 - 30 yo). The table contains various survey questions and their corresponding percentages for each demographic group.

Filter: Social Economic Status = Middle Upper 1 Upper 2

Filter: Social Economic Status = Middle Upper 1 Upper 2

CI. Any comments about the product?

	Total	Gender		Age Group		
		Female	Male	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	71	37	34	32	17	22
Sweetness just right	15.5%	27.0%	2.9%	12.5%	5.9%	27.3%
orange taste good	1.4%	2.7%	0.0%	3.1%	0.0%	0.0%
soft granule	1.4%	2.7%	0.0%	3.1%	0.0%	0.0%
Not too sour	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
sweetness just right	28.2%	24.3%	32.4%	21.9%	35.3%	31.8%
easy to drink	1.4%	0.0%	2.9%	3.1%	0.0%	0.0%
nice orange aroma	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
Orange granule makes it like real orange	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
fresh taste	2.8%	5.4%	0.0%	0.0%	0.0%	9.1%
taste better when cold	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Just right orange taste	4.2%	2.7%	5.9%	6.3%	5.9%	0.0%
pulp is soft	2.8%	0.0%	5.9%	3.1%	5.9%	0.0%
Orange feels fresh	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
granules are soft	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
the orange color is natural	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
bright	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
attractive	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
sourness just right	4.2%	2.7%	5.9%	3.1%	11.8%	0.0%
just right aroma	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
Taste like the real fruit	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
orange granule size not too big	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
soft orange granule	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
taste like orange juice	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
unique pulpy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
fresh sour taste	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Real sweet	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
not from artificial sweetener	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
full of orange pulp	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
soft pulp	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
color is bright orange	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I like orange vesicles	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
fresh drink	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%

- Use the Filter tab to narrow down your tables by applying criteria that focus on specific respondent characteristics or responses.
- This allows you to generate tables for targeted segments of your survey data, such as respondents of a certain age group, location, or those who gave particular answers to specific questions.
- You can add up to 10 questions for filters.

Grid Tab – Merging Multiple Tables with Same Answer Options into a Single Table

The screenshot shows the Splitter Pro v4.0 application window. The 'Question' menu is open, and the 'Grid' option is selected and highlighted with a red circle. The main window displays a grid of survey questions and their corresponding response counts and percentages. The questions are listed in the first column, and the response counts and percentages are listed in the subsequent columns. The questions are:

- B1 How do you like the appearance?
- B2a How do you like the color?
- B2b What do you think about the color, is it...?
- B3 How do you like the overall taste?
- B4a How do you like the sweetness?
- B4b On the sweetness, is it...?
- B5a How do you like the tanginess?
- B5b On the tanginess, is it...?
- B6a How do you like the thickness/juicy-ness of the product?
- B6b On the thickness/juicy-ness of the product, is it...?
- B7 What is your overall liking towards the product?
- C1 Any comments about the product?
- D1 Your expected price for the product?

The response counts and percentages are displayed in the subsequent columns, with the first column showing the response count (e.g., 104) and the subsequent columns showing the percentage (e.g., 0.0%, 1.9%, etc.).

- Besides the Question tab, tables can also be generated in the Grid tab. In this tab, multiple questions are displayed horizontally as a grid, rather than listed one by one vertically as in the Question tab. Splitter automatically recognizes grids when multiple questions share the same set of answer options.

- To display multiple tables as a grid, each table must have the same answer options in the same order. You can rearrange the answer codes in the Setup tab or Coding tab.
- In cases where answer options are unavailable (because no respondents selected that option and thus no result was found during text coding), you can add a dummy answer—an answer with 0 responses—in the Coding tab (refer to the Coding tab section)

Numeric Tab – Coding for Numeric Data (1)

Example-4-Product-Test-English - Excel

File Home Insert Page Layout Formulas Data Review View Developer Add-ins Help

Splitter Pro

Menu Commands

A1 : fx Timestamp

Column Q: Open-Ended Question Expecting a Numeric Answer

Numbers without units or symbols are treated as numeric data; otherwise, they are considered as text data, including ranges.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	Timestamp	Gender	Age Group	Social Economic Status	B1 How do you like the appearance?	B2a How do you like the color?	B2b What do you think about the color, is it...?	B3 How do you like the overall taste?	B4a. How do you like the sweetness?	B4b. On the sweetness, is it...?	B5a. How do you like the tanginess?	B5b. On the tanginess, is it...?	B6a. How do you like the thickness/ juicy-ness of the product?	B6b. On the thickness/ juicy-ness of the product, is it...?	B7 What is your overall liking towards the product?	C1. Any comments about the product?	D1. Your expected price for the product?
1																	
2	7/29/2015 22:47:31	Female	13 - 17 yo	Middle	Like	Like	Just right	ke somehw	Like	Just right	Like	Just right	Like	Just right	Like		2.5
3	7/29/2015 22:48:32	Male	13 - 17 yo	Middle low	Like	Like	Just right	ke somehw	Like some	bit too wee	Like	Just right	ke somehw	Just right	Like		3
4	7/29/2015 22:49:32	Male	18 - 24 yo	Middle low	Like	ike very muc	Just right	ike very muc	Like	Just right	Like	Just right	Like	Just right	Like		3.5
5	7/29/2015 22:50:33	Male	13 - 17 yo	Upper 1	Like	Like	Just right	Like	Like	Just right	Like	Just right	Like	Just right	Like		3
6	7/29/2015 22:51:34	Male	18 - 24 yo	Upper 1	Like	Like	Just right	ike very muc	Like	Just right	Like	Just right	Like	Just right	Like		1
7	7/29/2015 22:52:34	Male	18 - 24 yo	Middle	Like	Like	Just right	Like	Like	Just right	Like	Just right	Like	Just right	Like		1.5
8	7/29/2015 22:53:35	Male	13 - 17 yo	Middle low	ike very muc	Like	Just right	ike very muc	ike very muc	Just right	Like	Just right	Like	Just right	ike very muc	Taste like the real fruit, orange granule size not too big, soft orange granule, sweetness just right	4
9	7/29/2015 22:54:36	Male	18 - 24 yo	Upper 2	Like	ke somehw	bit too stor	Like	Like	Just right	Like	Just right	Like	bit too wee	Like	Real sweet, not from artificial sweetener, full of orange pulp, soft pulp	2
10	7/29/2015 22:55:36	Male	18 - 24 yo	Middle low	Like	ike very muc	Just right	ike very muc	Like	Just right	Like	Just right	Like	Just right	ike very muc	color is bright orange, I like orange vesicles	2.75
11	7/29/2015 22:56:37	Male	18 - 24 yo	Middle	ke somehw	ike very muc	Just right	Like	Like	Just right	Like	Just right	So so	bit too wee	Like	fresh drink, fresh orange juice, pulp is soft	3.75
12	7/29/2015 22:57:38	Female	13 - 17 yo	Upper 2	Like	ike very muc	Just right	ke somehw	ke somehw	bit too wee	Like	Just right	Like	Just right	Like	fresh orange juice, sweet, soft juice vesicles, just right sourness, I like its appearance, brightne	4
13	7/29/2015 22:58:38	Female	25 - 30 yo	Middle	ke somehw	ke somehw	bit too stor	Like	Like	Just right	Like	Just right	ke somehw	bit too wee	Like	Tastes delicious, I like the soft pulp, just right mix sweet and sour	5
14	7/29/2015 22:59:39	Male	13 - 17 yo	Middle	ke somehw	ike some	bit too wee	ke somehw	ike some	bit too wee	ike some	bit too wee	ke somehw	bit too wee	ke somehw	Sweet orange juice, taste like real orange, fresh vesicles	5
15	7/29/2015 23:00:40	Female	18 - 24 yo	Upper 2	Do not like	Do not like	Too strong	Do not like	Do not like	bit too wee	Do not like	Too strong	Do not like	bit too wee	ke somehw	Sweetness just right, small granules, not too sour, color not pale	3
16	7/29/2015 23:01:40	Female	25 - 30 yo	Upper 2	Like	Like	Just right	Like	ike very muc	Just right	ike very muc	Just right	ike very muc	Just right	Like	Sweetness is spot on, pulp is chewy	3.25
17	7/29/2015 23:02:41	Male	18 - 24 yo	Upper 1	ot like some	ike some	bit too wee	Like	ike very muc	Just right	Like	Just right	ot like some	Too weak	Like	Orange juice is fresh and delicious, Sweetness and Sourness is just right, Soft granules, Fresh or	4.25
18	7/29/2015 23:03:42	Male	13 - 17 yo	Middle	ke somehw	ke somehw	bit too stor	ike stroi	ike very muc	ike very muc	Just right	ike very muc	Just right	ike very muc	Just right	Sweetness is perfect, tasty orange juice, soft vesicles	3
19	7/29/2015 23:04:42	Female	25 - 30 yo	Upper 2	ike very muc	Like	Just right	ike very muc	Like	Just right	Like	Just right	Like	Just right	Like	Tasty orange juice, sweetness is ok, rich pulpy	2
20	7/29/2015 23:05:43	Male	18 - 24 yo	Middle low	So so	Like	Just right	Like	Like	Just right	Like	Just right	ke somehw	bit too stor	ke somehw	Amount of soft granules, Sourness and color just right	2.5
21	7/29/2015 23:06:43	Female	18 - 24 yo	Middle low	Like	Like	Just right	ke somehw	Like	Just right	ot like some	bit too stor	Like	Just right	Like	Soft piece of orange vesicles, orange juice taste good, sweet and sourness spot on, aroma like t	2.25
22	7/29/2015 23:07:44	Female	18 - 24 yo	Middle	Like	Like	Just right	ike very muc	Like	bit too stroi	ke somehw	bit too wee	ke somehw	bit too stroi	ike very muc	Orange taste delicious, sweetness just right, with soft pulp	4
23	7/29/2015 23:08:45	Male	18 - 24 yo	Middle	ke somehw	Like	Just right	Like	Like	Just right	Like	Just right	ot like some	bit too wee	ike very muc	Soft Juice sacs, just like real orange, fresh orange taste	3.5
24	7/29/2015 23:09:45	Male	13 - 17 yo	Middle low	Like	Like	Just right	ike very muc	ike very muc	bit too stor	Like	Just right	ike very muc	Just right	ike very muc	Sweet orange juice, tasty vesicles, fresh orange aroma	3.25
25	7/29/2015 23:10:46	Male	13 - 17 yo	Upper 2	Like	Like	Just right	Like	ike very muc	Just right	ke somehw	bit too stor	Like	Just right	Like	I like the sweet taste, sweetness just right, fresh orange taste, soft vesicles, natural orange aro	3
26	7/29/2015 23:11:47	Male	13 - 17 yo	Middle low	Like	Like	Just right	ike very muc	ike very muc	bit too stor	Like	Just right	Like	bit too stroi	ike very muc	I like the sweet taste, sweetness just right, fresh orange taste, soft vesicles, natural orange aro	5
27	7/29/2015 23:12:47	Male	13 - 17 yo	Middle	ke somehw	Like	bit too stor	Like	Like	Just right	Like	Just right	Do not like	bit too stor	Like	Its vesicles taste good, the juice taste like from 100% natural orange, soft vesicles, orange taste	4.75
28	7/29/2015 23:13:48	Female	13 - 17 yo	Upper 2	ike very muc	ike very muc	Just right	ike very muc	Like	Just right	Like	Just right	ike very muc	Just right	ike very muc	Sweetness just right, taste like natural orange, soft vesicles	3

Numeric Tab – Coding for Numeric Data (2)

The 'numeric data coding' in Splitter is designed to create groups of numbers based on criteria that we specify.

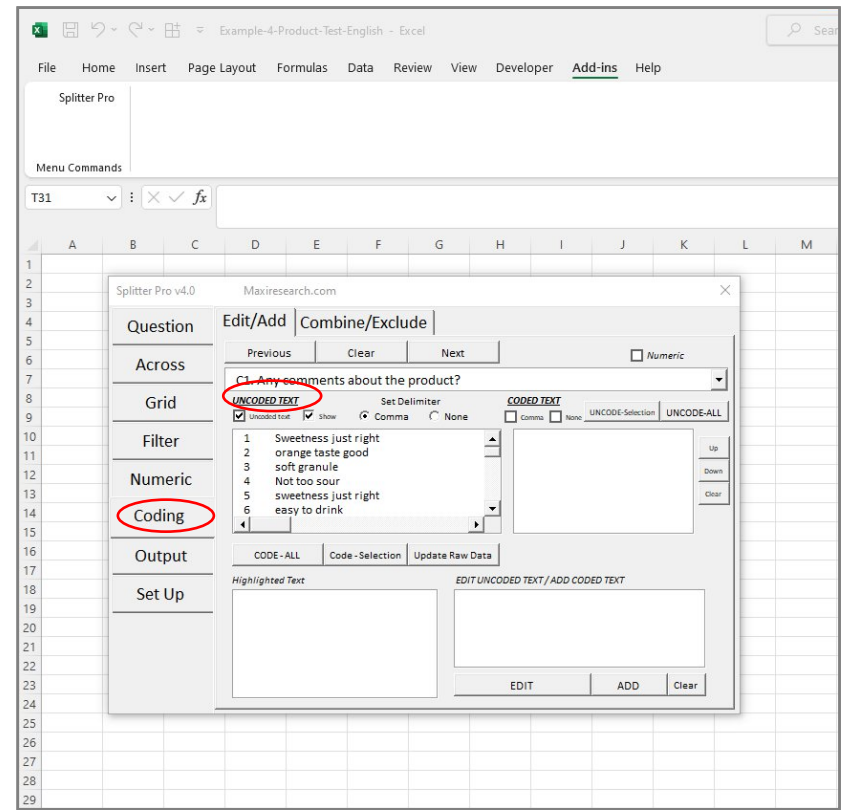
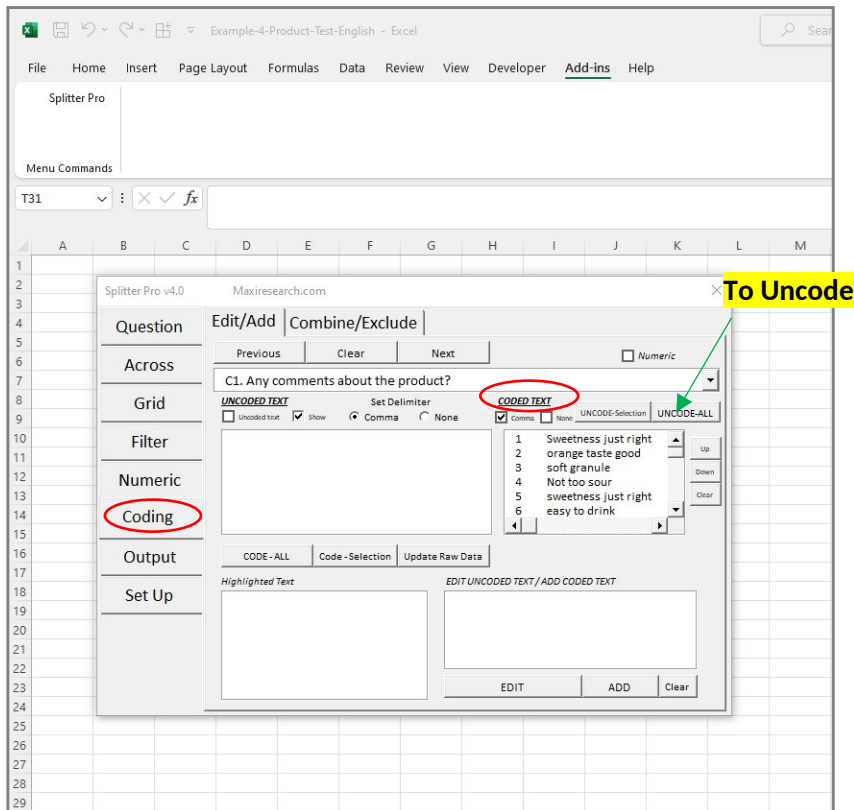
The screenshot shows the Splitter Pro v4.0 software interface. The 'Question' tab is selected, and the question is 'D1. Your expected price for the product?'. The 'Filter' tab is also visible, and the 'Numeric' option is circled in red. The 'Coding' tab is active, showing a list of criteria: 1. x < 2, 2. 2 <= x <= 4, and 3. x > 4. The 'APPLY CODING' button is highlighted. To the right, a table displays the results of the coding process, showing the distribution of responses across different age groups and gender.

	Total	Gender		Age Group		
		Female	Male	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	104	52	52	46	28	30
x < 2	13.5%	17.3%	9.6%	10.9%	17.9%	13.3%
2 <= x <= 4	68.3%	67.3%	69.2%	69.6%	64.3%	70.0%
x > 4	18.3%	15.4%	21.2%	19.6%	17.9%	16.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	3.096	3.077	3.212	3.261	3.107	3.000
StdDev	1.076	1.078	1.075	1.126	1.041	1.049

Suppose after looking at the data distribution, we would make 3 groups out of these numbers < 2, 2 <= x <= 4, and > 4

Coding Tab – Editing Text Data (1)

- In Splitter, text data has to be coded to create table.
 - All text data are automatically coded the first time you run Splitter.
- On the other hand, text data has to be uncoded to edit it.
 - To edit text data, you start with uncode it first.



Coding Tab – Editing Text Data (2)

- Then Set Delimiter to “None”
 - This will restore the text data to its original form before delimiter is applied.
- After editing is completed :
 - Set Delimiter back to Comma
 - Code the text data.

Splitter Pro v4.0 Maxiresearch.com

Question Edit/Add Combine/Exclude

Previous Clear Next ☐ Numeric

C1. Any comments about the product?

UNCODED TEXT Set Delimiter CODED TEXT

☒ Uncoded text ☒ Show ☐ Comma ☒ None ☐ Comma ☐ None UNCODE-Selection UNCODE-ALL

1 Sweetness just right,orange taste good,soft granule
2 Not too sour,sweetness just right,easy to
3 Orange granule makes it like real orange
4 Just right orange taste,sweetness just right
5 Orange feels fresh,sweetness just right,good
6 Taste like the real fruit,orange granule soft

CODE - ALL Code - Selection Update Raw Data

Highlighted Text

Sweetness just right,orange taste good,soft granule

EDIT UNCODED TEXT / ADD CODED TEXT

Sweetness just right,orange taste good,soft granule

EDIT ADD Clear

To update survey data, go to the specific column in survey data sheet (Form Response 1), update survey data and click this button.

Edit here

Coding Tab – Adding Dummy Coded Text

- Adding dummy codes is sometimes necessary, especially for scaling questions. For example, if no respondents select "Do not like very much" on a scale from "Do not like very much" to "Like very much," the calculation of averages and standard deviations would be skewed. Since these calculations are based on code numbers, incomplete coding can lead to inaccurate results, impacting the intended score.
- Complete codes for a series of grid questions are necessary to display them in the Grid tab.

Splitter Pro v4.0 Maxiresearch.com

Question Edit/Add Combine/Exclude

Across Previous Clear Next ☐ Numeric

Grid UNCODED TEXT Set Delimiter COMED TEXT

☐ UNCODED TEXT ☒ Show ☒ Comma ☐ None ☒ Comma ☐ None UNCODE-Selection UNCODE-ALL

Filter

Numeric

Coding

Output CODE - ALL Code - Selection Update Raw Data

Set Up Highlighted Text EDIT UNCODED TEXT / ADD CODED TEXT

Do not like very much

EDIT ADD Clear

To add dummy coded text simply type in the box. Then click Add

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Question Edit/Add Combine/Exclude

Across Previous Clear Next ☐ Numeric

Grid UNCODED TEXT Set Delimiter COMED TEXT

☐ UNCODED TEXT ☒ Show ☒ Comma ☐ None ☒ Comma ☐ None UNCODE-Selection UNCODE-ALL

Filter

Numeric

Coding

Output CODE - ALL Code - Selection Update Raw Data

Set Up Highlighted Text EDIT UNCODED TEXT / ADD CODED TEXT

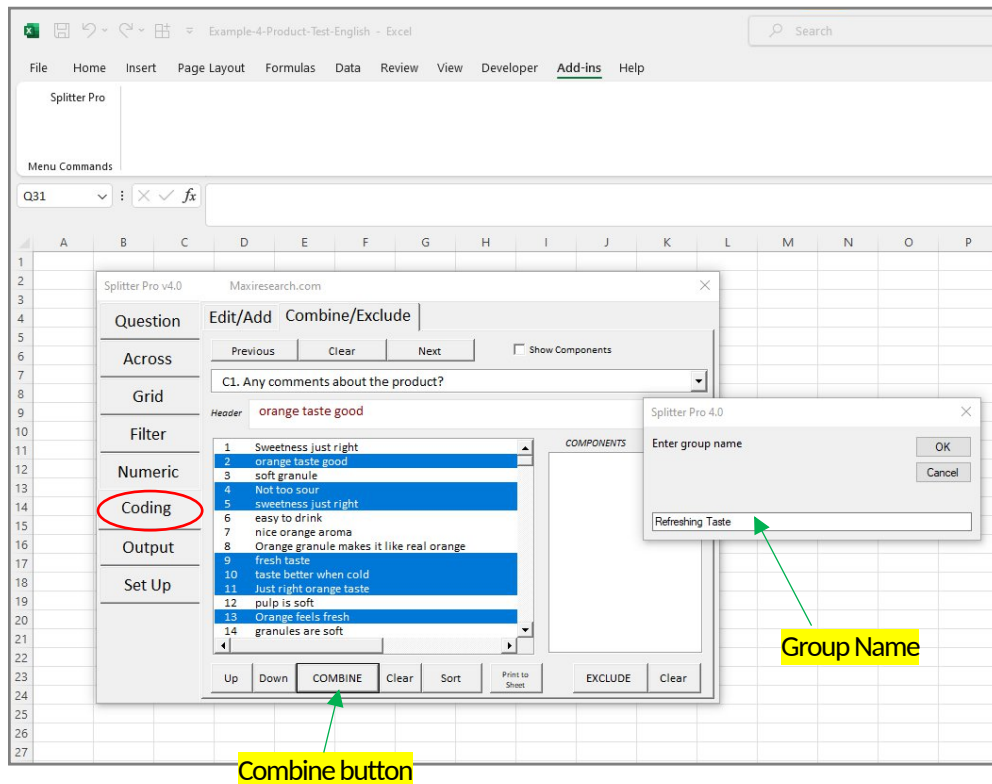
2 Like very much
3 Like somewhat
4 Do not like
5 Do not like somewhat
6 So so
7 Do not like very much

EDIT ADD Clear

Dummy coded text added. It has 0 responses from respondents.

Coding Tab – Combining Codes (1)

- Combining codes is often needed for open-ended questions, where we want to group words with similar meanings.



- Simply highlight the codes you wish to combine, click the Combine button, and assign a name to the group

Coding Tab – Combining Codes (2)

Example-4-Product-Test-English - Excel

File Home Insert Page Layout Formulas Data Review View Developer Add-ins Help

Splitter Pro

Menu Commands

N2 : X ✓ fx C1. Any comments about the product?

Splitter Pro v4.0 Maxiresearch.com

Question Edit/Add Combine/Exclude

Across Previous Clear Next ☐ Show Components

Grid

Filter

Numeric

Coding

Output

Set Up

Header Refreshing Taste

1 Sweetness just right
2 Refreshing Taste
3 soft granule
4 easy to drink
5 nice orange aroma
6 Orange granule makes it like real orange
7 pulp is soft
8 granules are soft
9 the orange color is natural
10 bright
11 attractive
12 sourness just right
13 just right aroma
14 Taste like the real fruit

COMPONENTS

1 orange taste good
2 Not too sour
3 sweetness just right
4 fresh taste
5 taste better when cold
6 Just right orange taste
7 Orange feels fresh

Up Down COMBINE Clear Sort Print to Sheet EXCLUDE Clear

Group name and components of the group

C1. Any comments about the product?

	Total	Gender		Age Group		
		Female	Male	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	104	52	52	46	28	30
Sweetness just right	15.4%	25.0%	5.8%	15.2%	7.1%	23.3%
Refreshing Taste	36.5%	30.8%	42.3%	34.8%	42.9%	33.3%
soft granule	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
easy to drink	1.9%	0.0%	3.8%	4.3%	0.0%	0.0%
nice orange aroma	1.9%	0.0%	3.8%	2.2%	3.6%	0.0%
Orange granule makes	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
pulp is soft	1.9%	0.0%	3.8%	2.2%	3.6%	0.0%
granules are soft	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
the orange color is natu	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
bright	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
attractive	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
sourness just right	2.9%	1.9%	3.8%	2.2%	7.1%	0.0%
just right aroma	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
Taste like the real fruit	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
orange granule size not	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
soft orange granule	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
taste like orange juice	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
unique pulply	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
fresh sour taste	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
Real sweet	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
not from artificial swee	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
full of orange pulp	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%

Coding Tab – Excluding Codes

Example-4-Product-Test-English - Excel

File Home Insert Page Layout Formulas Data Review View Developer Add-ins Help

Splitter Pro

Menu Commands

A35

Check this to show group components in the table

Splitter Pro v4.0 Maxiresearch.com

Question Edit/Add Combine/Exclude

Across Previous Clear Next

Grid

Filter

Numeric

Coding

Output

Set Up

C1. Any comments about the product?

Header Refreshing Taste

1 Sweetness just right

2 Refreshing Taste

3 soft granule

4 easy to drink

5 nice orange aroma

6 Orange granule makes it like real orange

7 pulp is soft

8 granules are soft

9 the orange color is natural

10 bright

11 attractive

12 sourness just right

13 just right aroma

14 Taste like the real fruit

COMPONENTS

1 orange taste good

2 Not too sour

3 sweetness just right

4 fresh taste

5 Just right orange taste

6 Orange feels fresh

Up Down COMBINE Clear Sort Print to Sheet EXCLUDE Clear

To exclude component from a group, highlight the component and hit this button.

In this example we have excluded component 'tastes better when cold' from the group 'Refreshing Taste'

C1. Any comments about the product?

	Total	Gender		Age Group		
		Female	Male	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	104	52	52	46	28	30
Sweetness just right	15.4%	25.0%	5.8%	15.2%	7.1%	23.3%
Refreshing Taste	35.6%	30.8%	40.4%	34.8%	39.3%	33.3%
orange taste good	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
Not too sour	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
sweetness just right	25.0%	23.1%	26.9%	23.9%	28.6%	23.3%
fresh taste	4.8%	3.8%	5.8%	2.2%	3.6%	10.0%
Just right orange taste	2.9%	1.9%	3.8%	4.3%	3.6%	0.0%
Orange feels fresh	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
soft granule	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
easy to drink	1.9%	0.0%	3.8%	4.3%	0.0%	0.0%
nice orange aroma	1.9%	0.0%	3.8%	2.2%	3.6%	0.0%
Orange granule makes	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
pulp is soft	1.9%	0.0%	3.8%	2.2%	3.6%	0.0%
granules are soft	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
the orange color is natu	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
bright	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
attractive	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
sourness just right	2.9%	1.9%	3.8%	2.2%	7.1%	0.0%
just right aroma	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
Taste like the real fruit	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
orange granule size not	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
soft orange granule	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
taste like orange juice	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
unique pulpy	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
fresh sour taste	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
Real sweet	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%

Output Tab

This option applies to combined codes in the Coding tab. In net count, if a respondent has multiple responses within the same group, only one response will be counted.

Count

- ☒ Total
- ☐ Net

Result

- ☒ Percentage
- ☐ Count

Percentage Base

- ☒ All Respondents
- ☐ Respondents with Answers

Question

Across

To show the average (of code number).

Filter

Average

- ☐ No Average
- ☒ Average

Std Dev

- ☐ No Std Dev
- ☒ Std Dev

Numeric Data

- ☒ Numeric
- ☐ Coded/Ordinal

Output

To show standard deviation (of code number)

Top Box %

- ☒ Dont Show
- ☐ Top 1 Box
- ☐ Top 2 Boxes
- ☐ Top 3 Boxes

Significant Test

- ☒ No test
- ☐ Means
- ☐ Top Box %

95 %

Pearson Correlation

- ☒ No
- ☐ Calculate

Calculate Pearson Correlation. For scaling questions in Grid format.

OK to QUESTION

OK to GRID

Go to Question tab

Go to Grid tab

Table Color Theme

Color Theme 1

Table color theme

License

Splitter Pro Version 4.0 @2024

Adding and Deleting Cases

- To add new cases, simply enter the data in the row immediately following the last row in survey data sheet “Form Response 1”.
- To delete cases, simply delete the rows where those cases are located.
 - Remember to have unique respondent ID in first column in your survey data (or Timestamp that serves as an ID)

Formula

- For mean significant difference:

$$t = \frac{|m_1 - m_2|}{\sqrt{s_1^2/n_1 + s_2^2/n_2}}$$

- For proportion significant difference:

$$z = \frac{|p_1 - p_2|}{\sqrt{\frac{\bar{p}(1-\bar{p})}{n_1} + \frac{\bar{p}(1-\bar{p})}{n_2}}}$$

$$\bar{p} = \frac{p_1 n_1 + p_2 n_2}{n_1 + n_2}$$

- For Pearson correlation:

$$r = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^n (x_i - \bar{x})^2} \sqrt{\sum_{i=1}^n (y_i - \bar{y})^2}}$$

Only for Grid, scaling question

THANK YOU



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