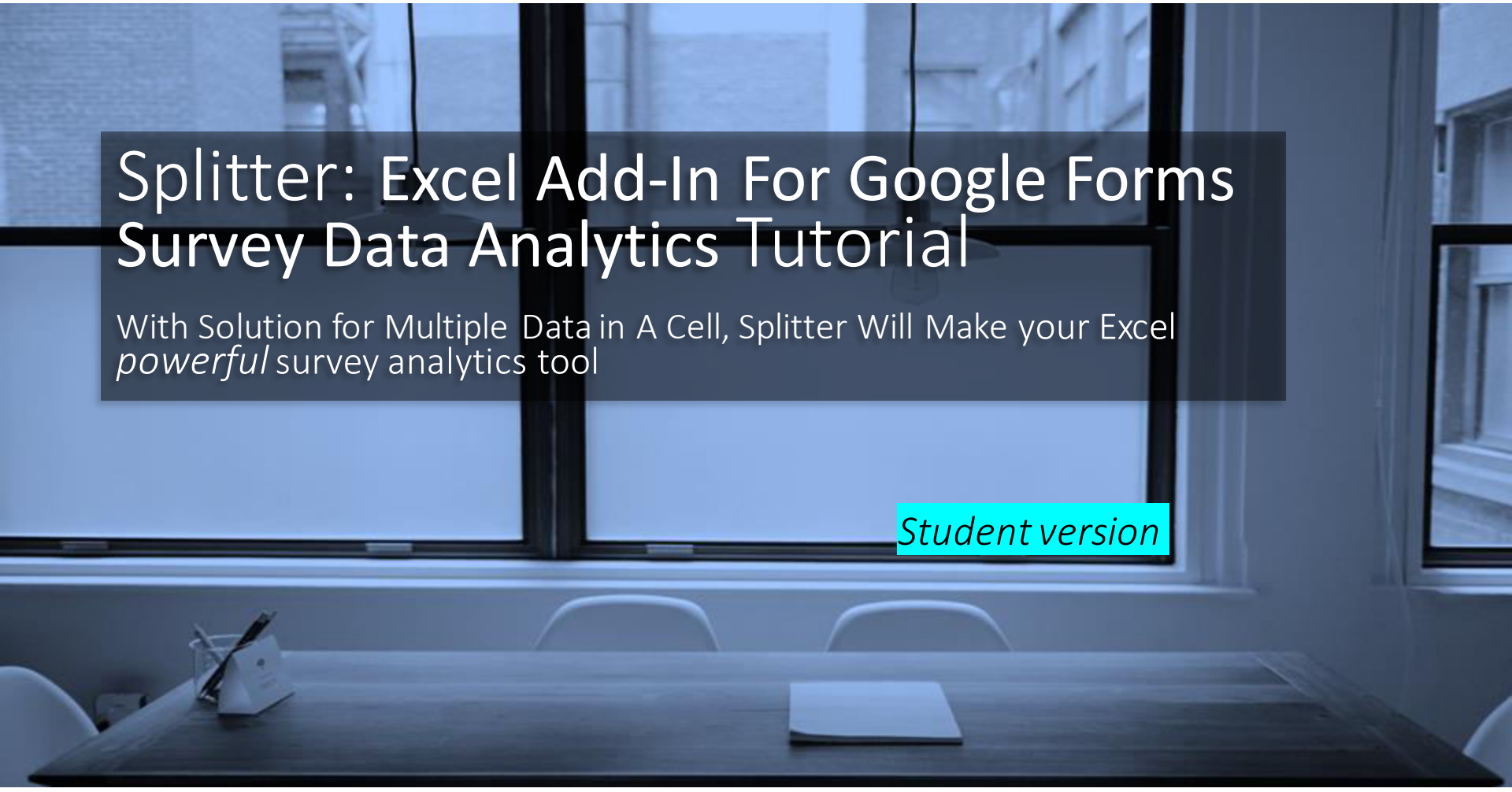


Splitter: Excel Add-In For Google Forms Survey Data Analytics Tutorial

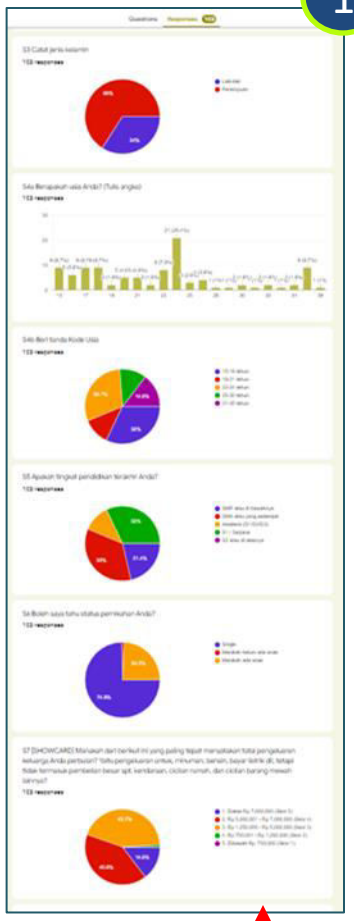
With Solution for Multiple Data in A Cell, Splitter Will Make your Excel *powerful* survey analytics tool

Student version

June 2020

maxi

Google Forms Summary Result and Survey Raw Data



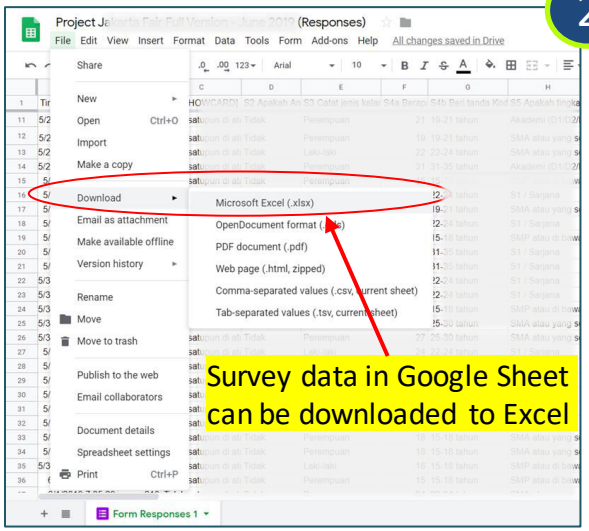
Summary Result in Google Forms

1

If you run a survey using Google Forms, summary result for each question will be available in real-time. Summary means aggregate result from all respondents participating so far. Usually it is presented in the form of chart (pie, column or bar) that can be copied. However data deep dive may be needed, analysis deeper than the aggregate level, for example

- Result breakdowns by gender (male and female), age (teens, adults, seniors), economic class (lower, middle, high).
- Results from selected respondents. An example for national survey is to show results from certain region or city only.

2

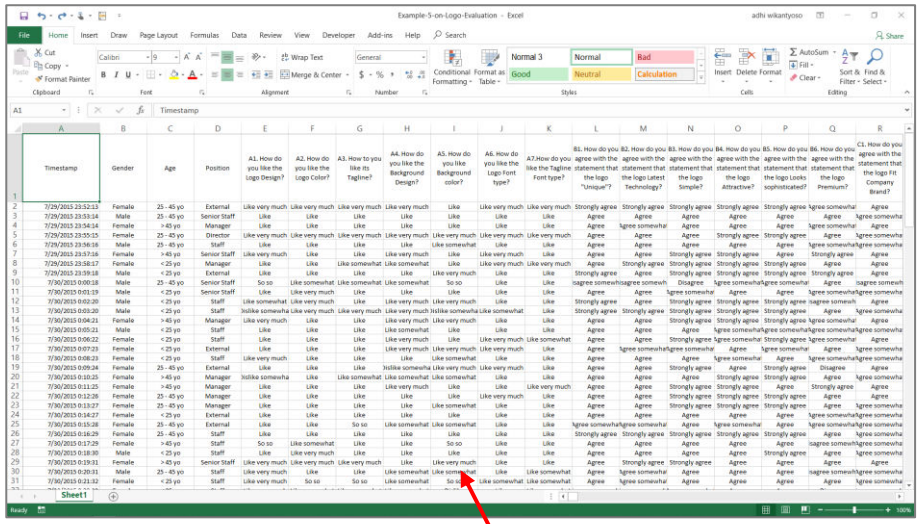


Raw data is available in Google Sheet. Column represents question while row respondent. For each cell contains answer for certain question for a particular respondent. The one cell format applies regardless of question type: single answer, multiple answer, or open end. Pivot table use for Google Forms survey data is therefore limited to survey with single answer questions.
The data however can be downloaded as Excel.

3

In Excel, we are allowed to develop Add-In, that is additional set of customized formulas. We have developed Add-In called Splitter to address Google Forms survey data format

Splitter: Excel Add-In For Google Forms Survey Data Analytics



Google Forms survey data downloaded as Excel

Splitter is Excel Add-In For Google Forms Survey Data Analytics. It is specially designed for Google Forms survey data downloaded as Excel. Splitter can also be used as analytics for survey data from other online surveys exported to Excel (after adjusting its data format following that of Google Forms)

Splitter makes your Excel a powerful survey analytics tool.

Splitter solves key issue for Google Forms survey data format downloaded in spreadsheet which otherwise Pivot Table would suffice : how to handle multiple data in a single cell.

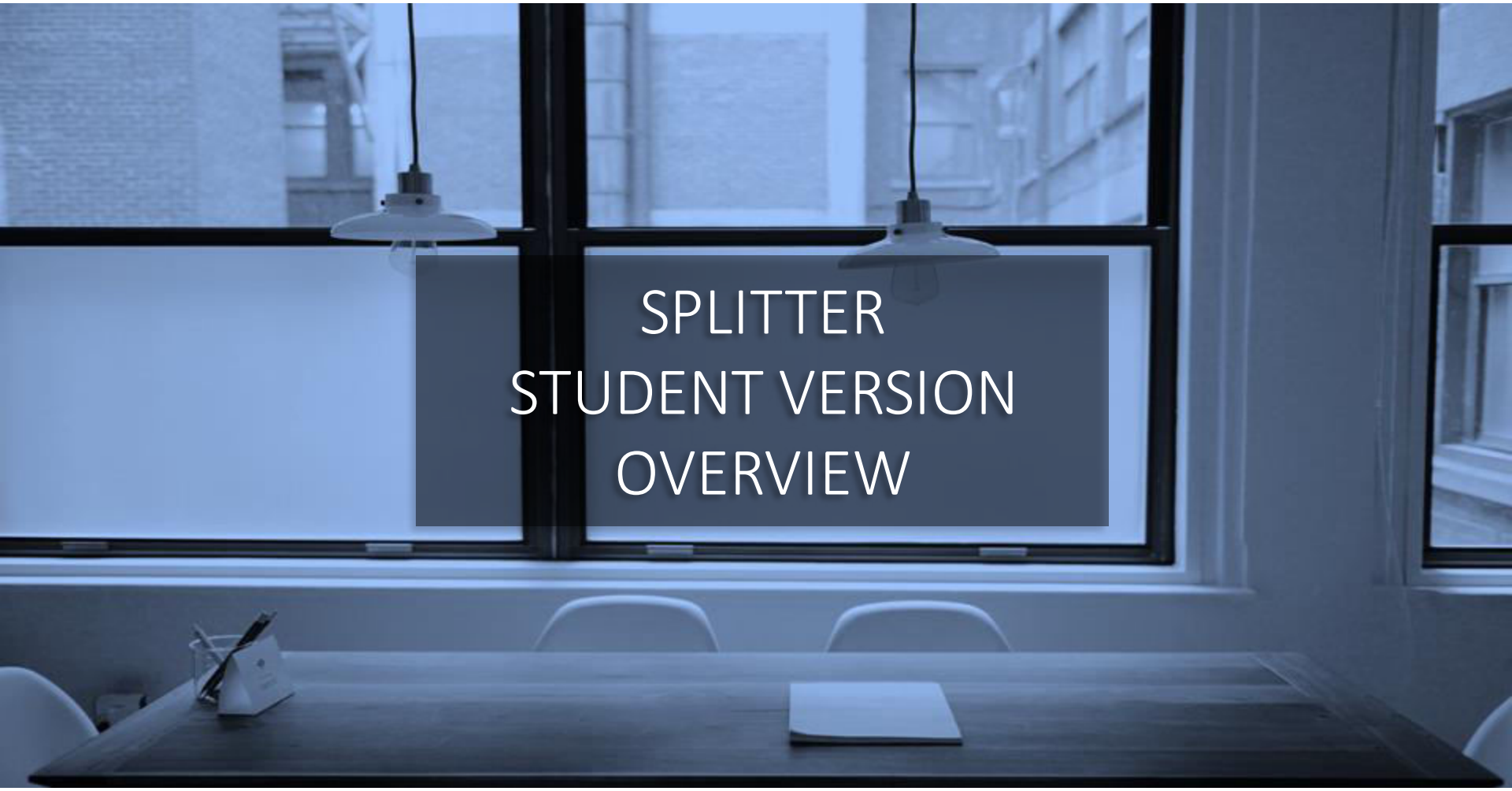
For Excel for Windows only.

Splitter Versions

Three Splitter versions are available depending on question type used in the questionnaire.

1. Student version : For Google Forms Questionnaire with Closed End questions only
   - Closed End : **Multiple Choice** (question with single answer) and **Checkboxes** (question with multiple answers allowed - multiple data in a cell in a cell format)
   - Analysis : Crosstabulations and Filter
2. Pro version : For Google Forms Questionnaire that has Open End Questions
   - Open End : Instead of choosing available option, respondent write their own answer whether in **Short Answer** (question with answer in short text or numeric) or **Paragraph** (question with answer in long text or essay). Answers for open end question especially **Paragraph** often contains multiple data in a cell. Download Tutorial.
   - Analysis : Cross tabulations, Filter and Coding for Open End Questions.
3. Pro X version : Data Entry Diagnostic and Editor
   - Mainly for Paper Questionnaire with manual data entry in Excel. Closed End and Open End Questions. Download Tutorial.

Google Forms Tutorial : How to Create Online Surveys

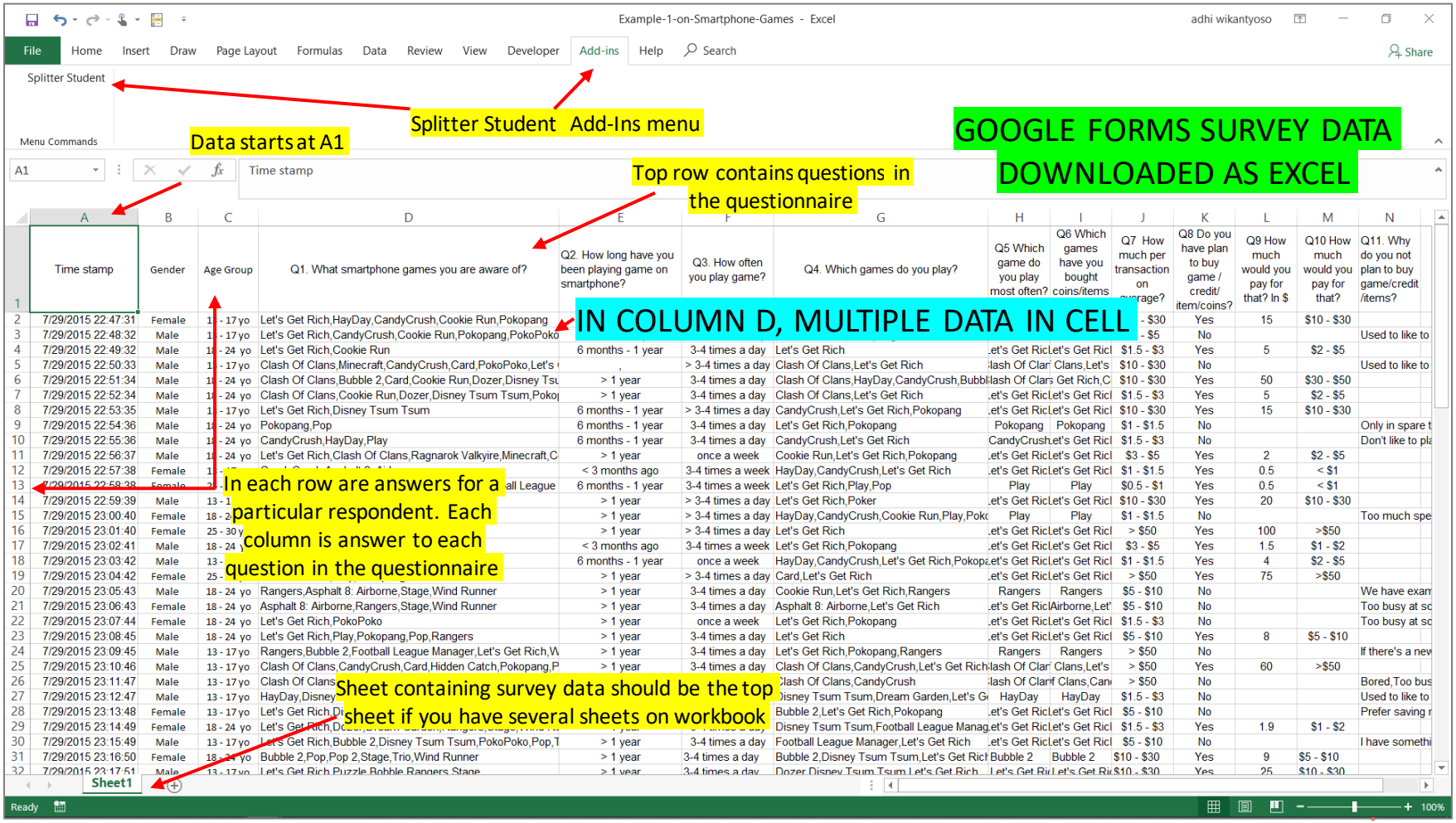

SPLITTER
STUDENT VERSION
OVERVIEW

Download Links

- Download Splitter Student version from our Google Drive here
  - How to Install and Run Splitter in Appendix of this tutorial
- Download Excel file for exercise in this tutorial
  - Smartphone games survey data. Download here.

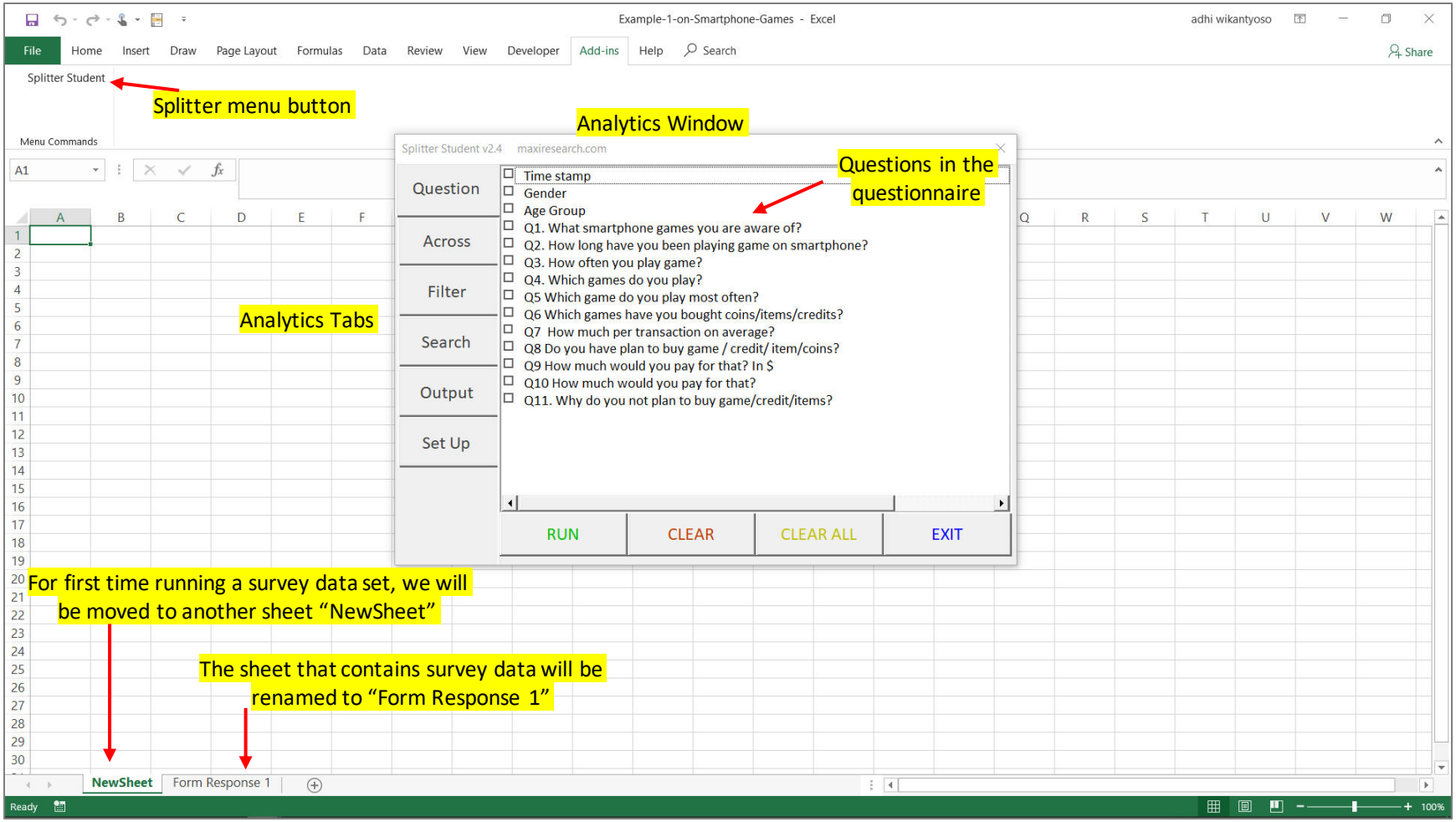
Download Google Forms Survey Data as Excel Spreadsheet

- Download Google Forms survey data as Excel. Data should start at cell A1.
- For first time running a survey data set, the sheet containing survey data needs to be the active sheet, (you can see the data in the sheet). Click Splitter Student.



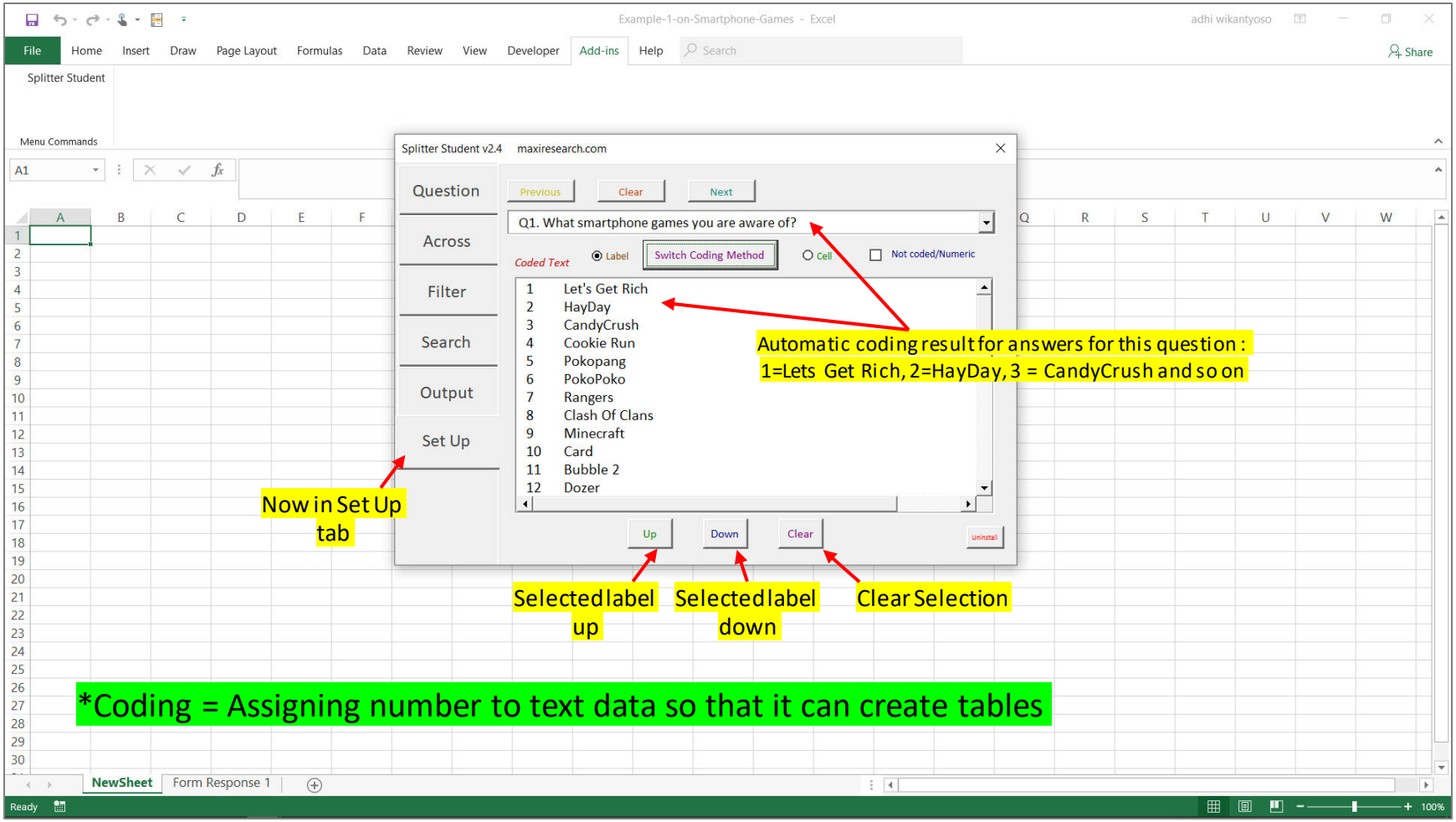
Click Splitter Button to Show Analytics Window

- Shortly after clicking Splitter button a window pops up.
- The window contains list of questions in questionnaire and analytics tabs.



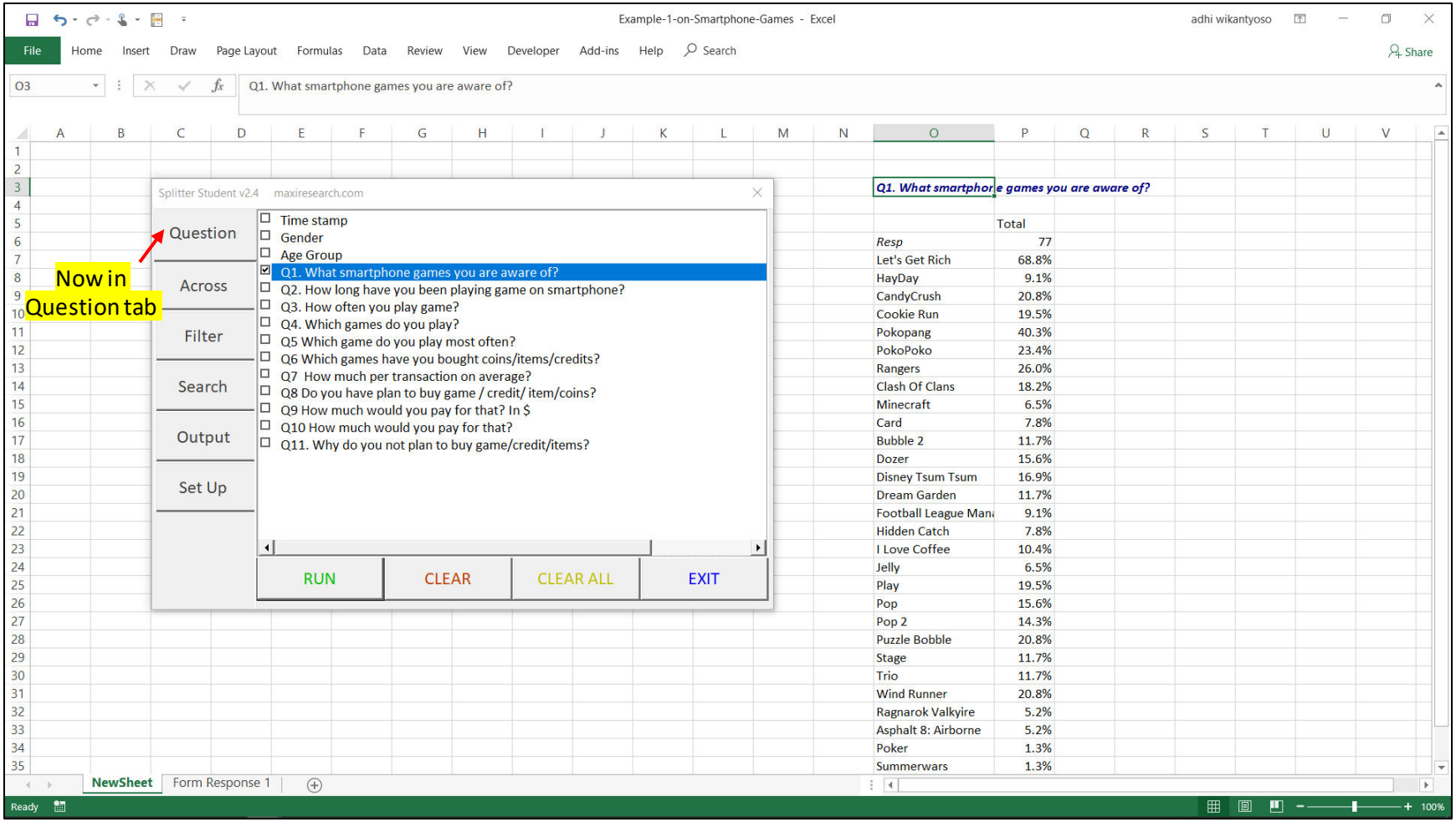
Set Up – Automatic Coding Result

- In set up you will see automatic coding* result for answers given for each question



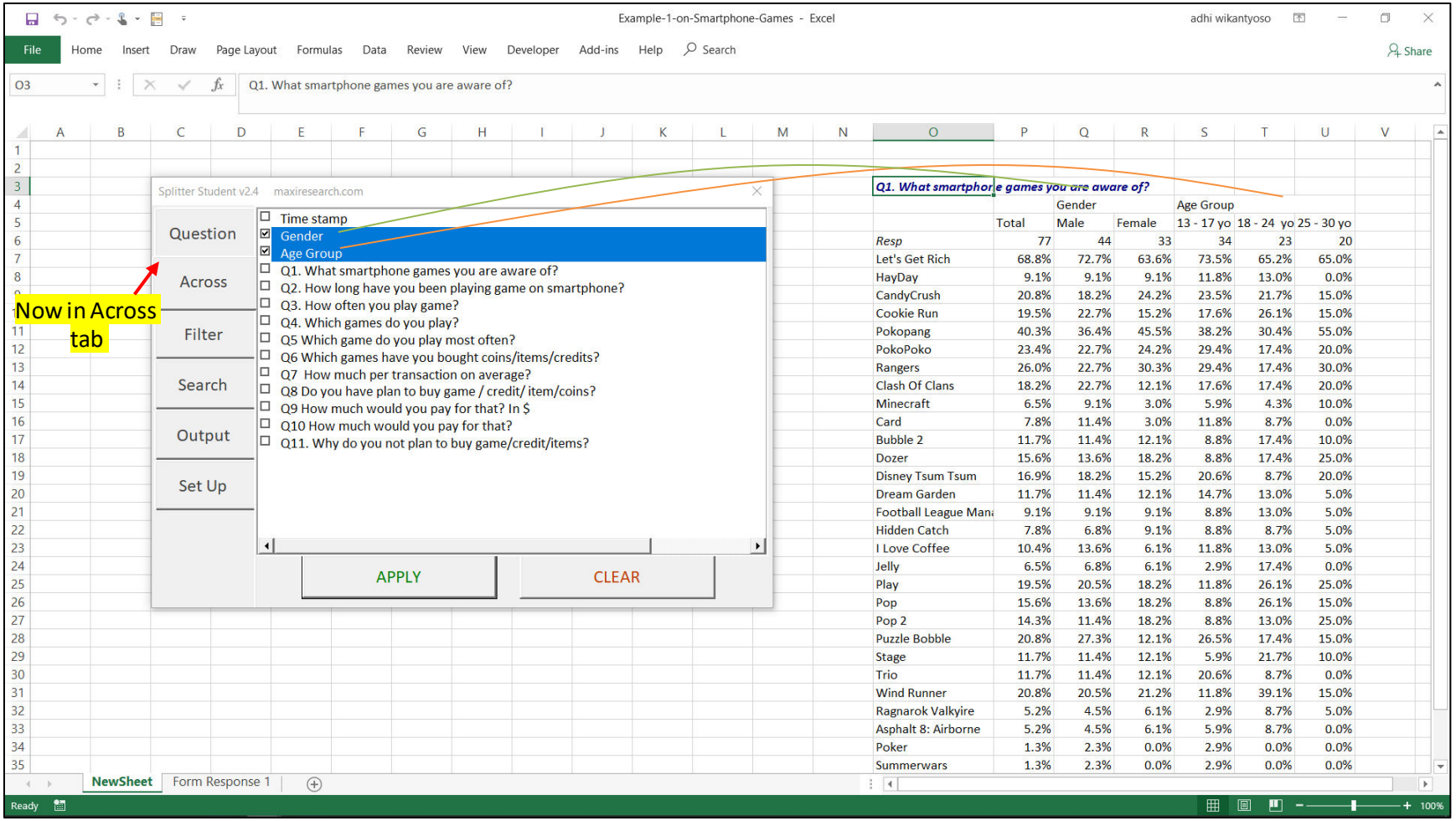
Summary Tables

- To create summary tables that is tables for all respondents, go to Question tab and select which question you want to create tables from



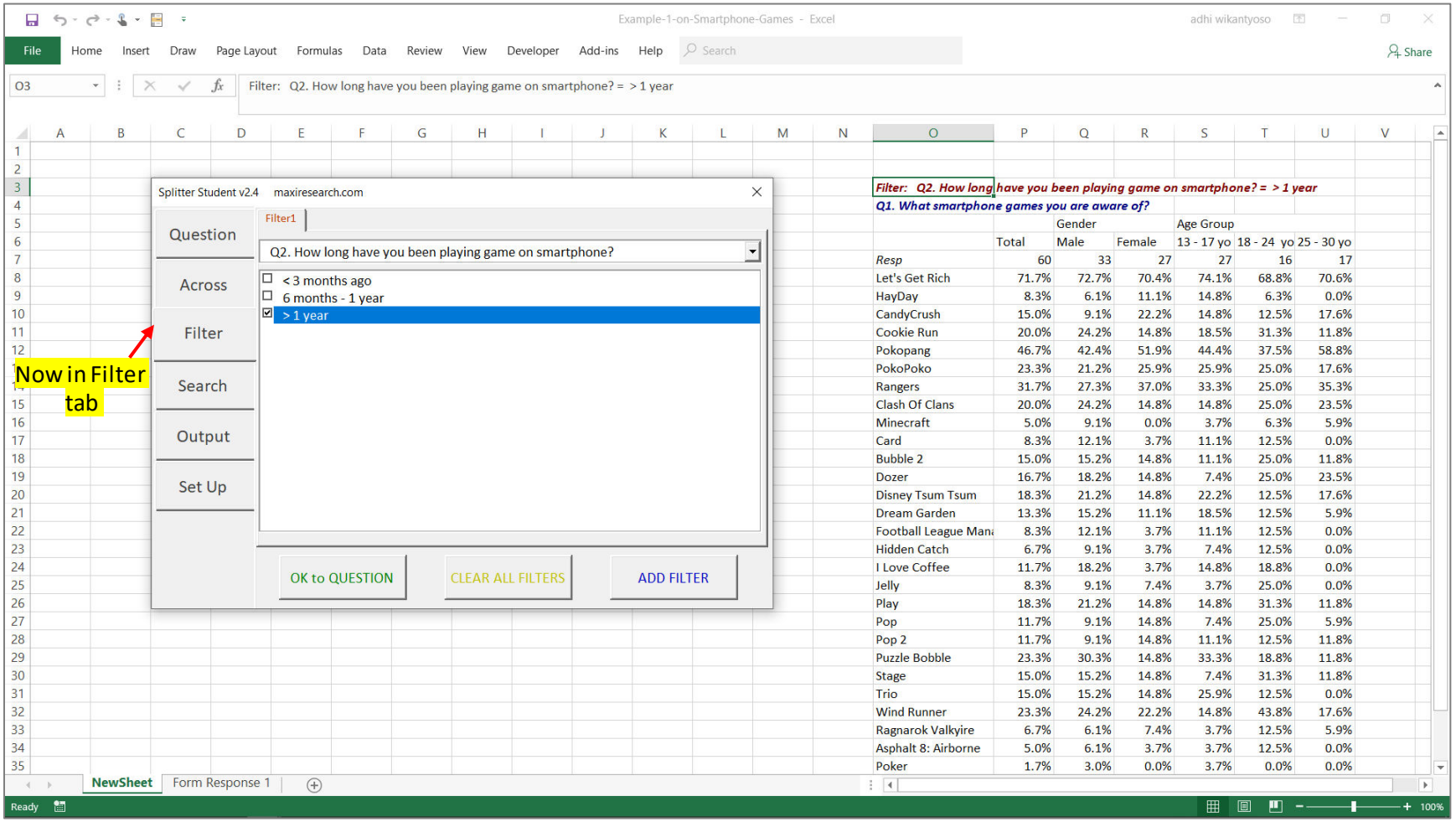
Cross-tabulations

- To create cross-tabulation, Select which questions in Question tab and apply which questions in Across tab



Filter

- When we want respondents with certain criteria only.



Splitter Student Analytics Tabs and Important Information

Question : This is the main tab, to display and select question to run to create summary table. Multiple selection will run all of the selected questions. This will be shown as tables downward, starting from the top most selected question.

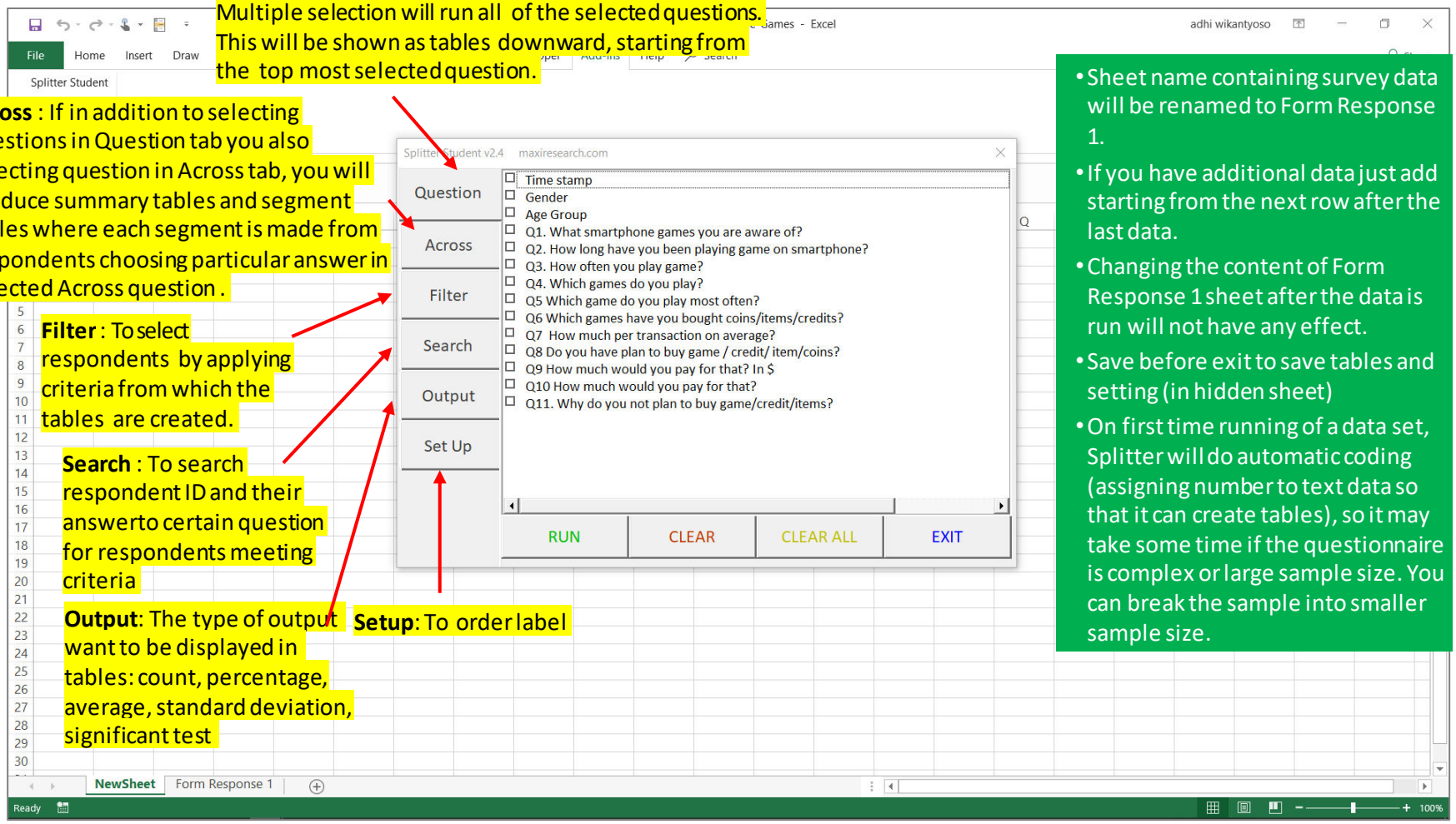
Across : If in addition to selecting questions in Question tab you also selecting question in Across tab, you will produce summary tables and segment tables where each segment is made from respondents choosing particular answer in selected Across question .

Filter : To select respondents by applying criteria from which the tables are created.

Search : To search respondent ID and their answer to certain question for respondents meeting criteria

Output: The type of output want to be displayed in tables: count, percentage, average, standard deviation, significant test

Setup: To order label



- Sheet name containing survey data will be renamed to Form Response 1.
- If you have additional data just add starting from the next row after the last data.
- Changing the content of Form Response 1 sheet after the data is run will not have any effect.
- Save before exit to save tables and setting (in hidden sheet)
- On first time running of a data set, Splitter will do automatic coding (assigning number to text data so that it can create tables), so it may take some time if the questionnaire is complex or large sample size. You can break the sample into smaller sample size.

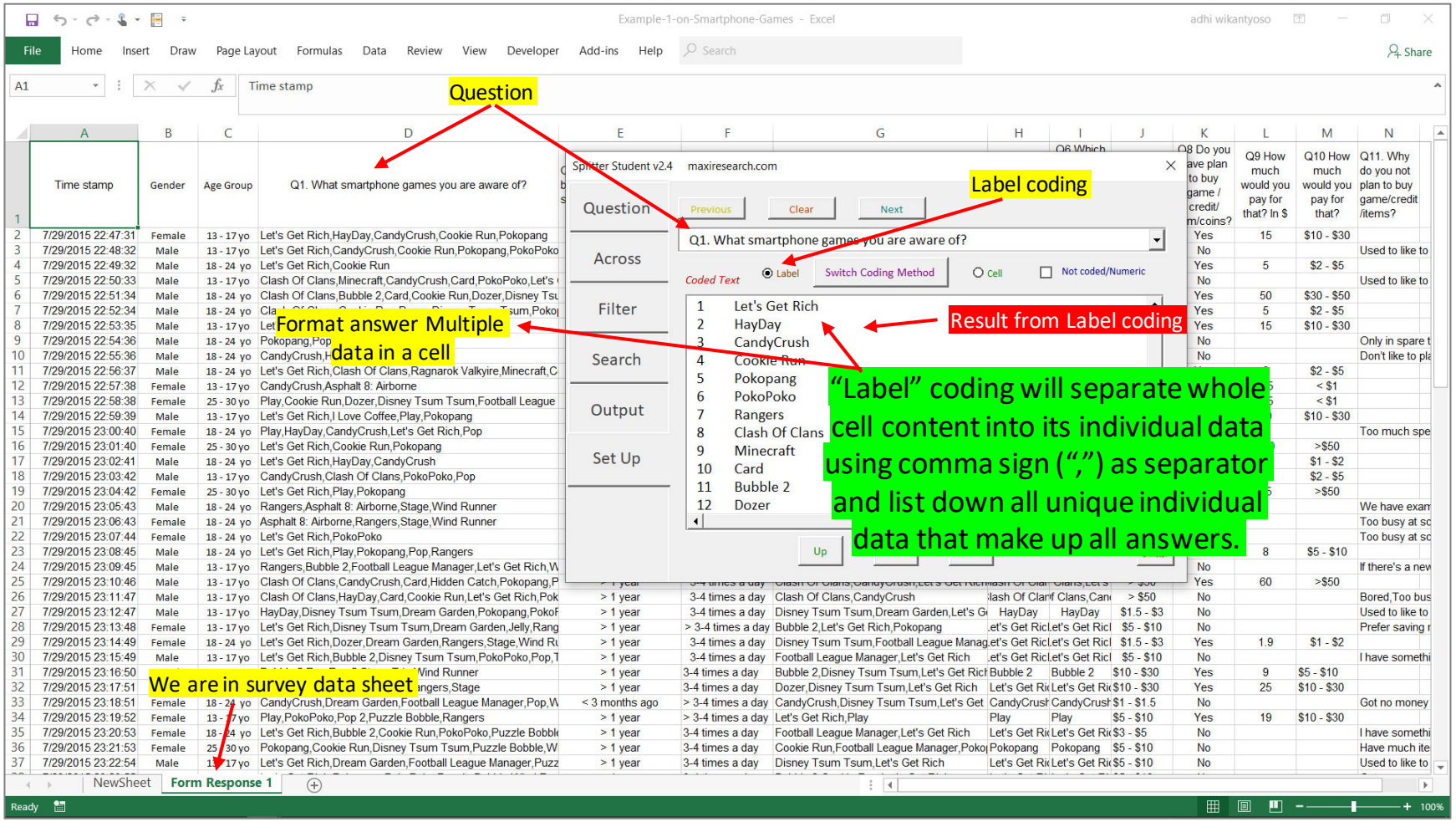
In Splitter it is Safe to Play Around with Data

- In analysis using Splitter, the original data will be on a sheet “Form Response 1”
- Splitter will not make any changes on your original data. Therefore for analysis you can play around with data freely, try out different analysis.
  - If you want to start a new in a new workbook, you can copy the data in sheet “Form Response 1” to new sheet in the new workbook then Run Splitter again.

ANALYTICS TABS

Set Up Tab (1)

- "Label" coding



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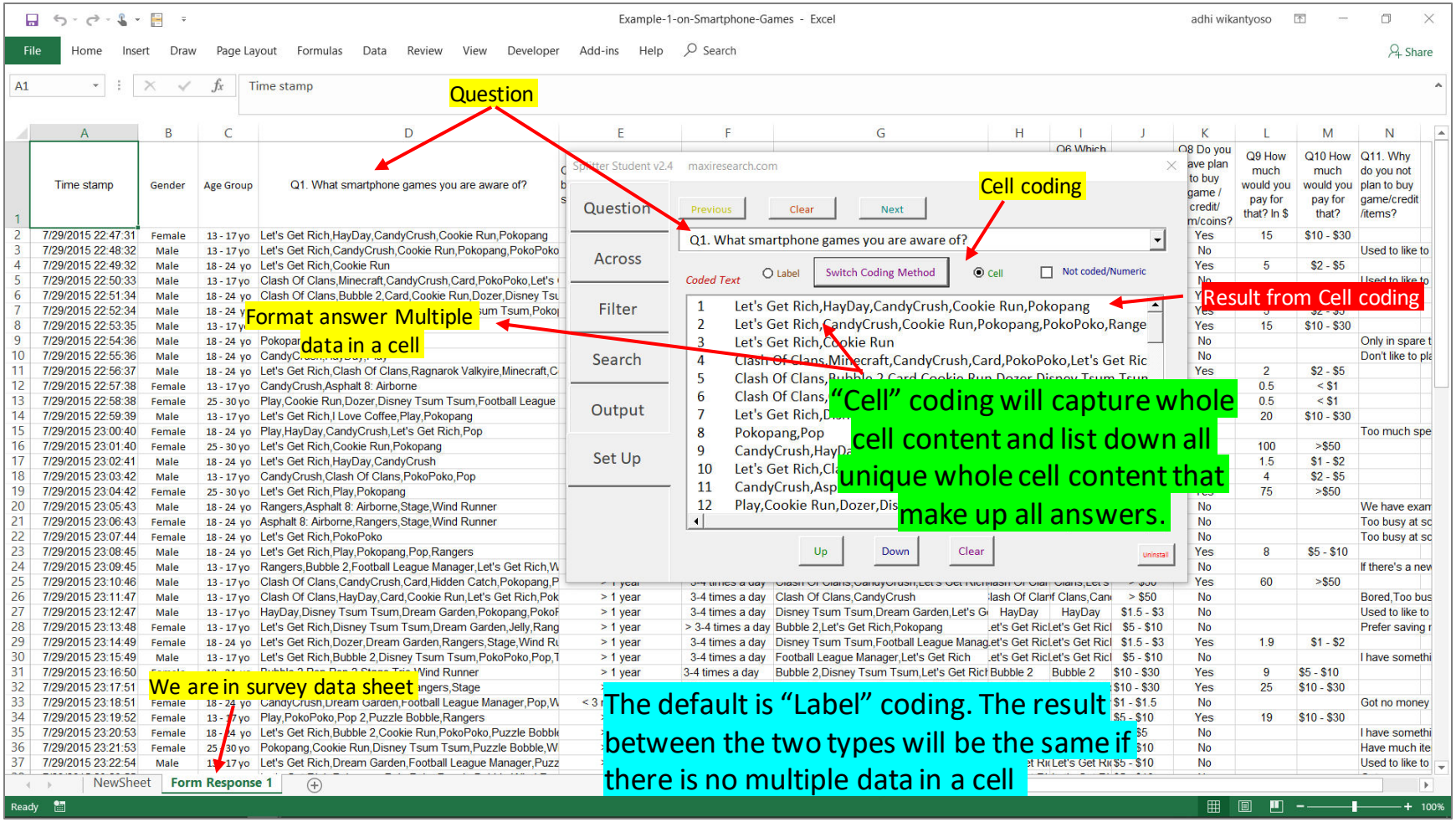
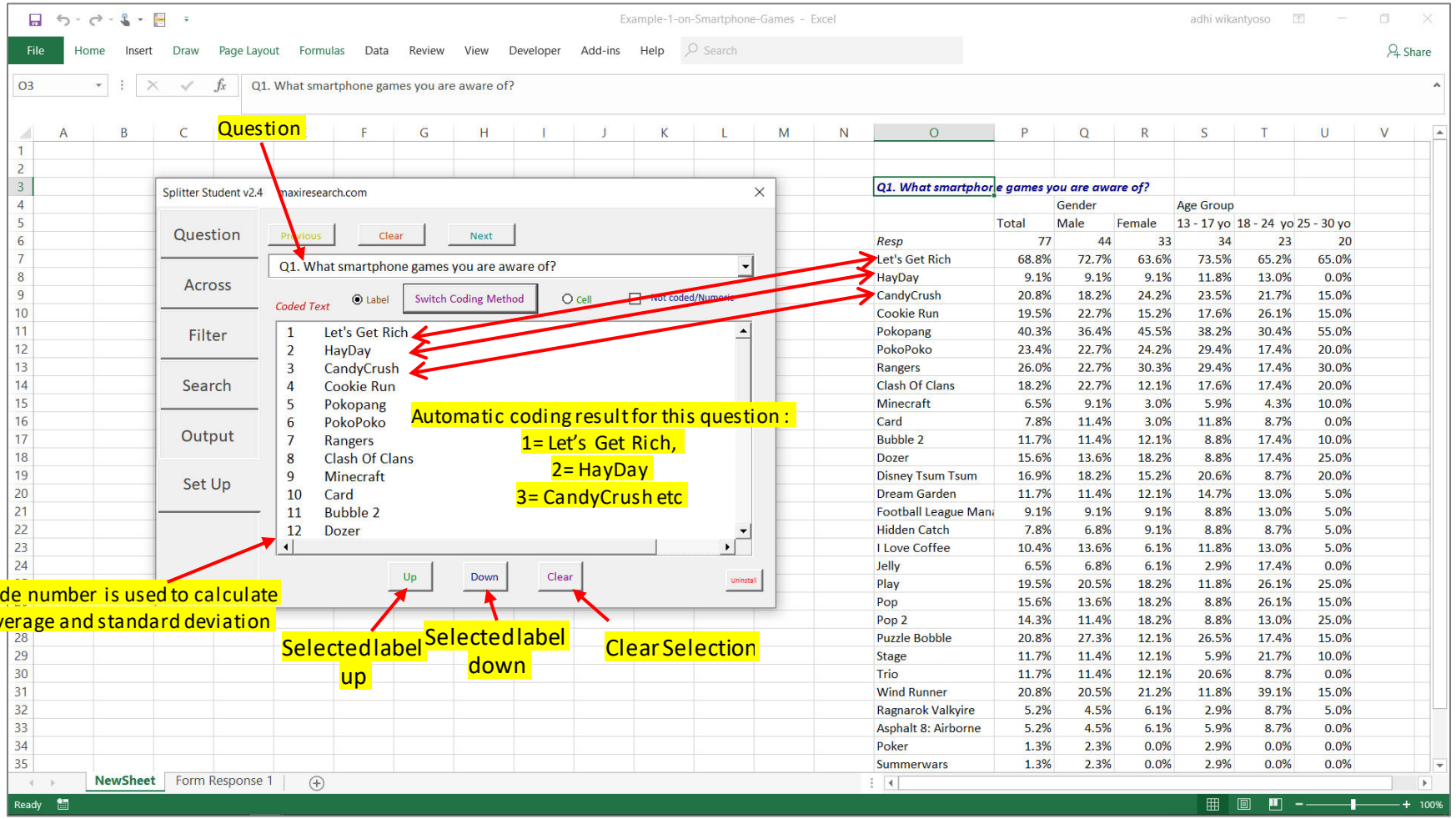
Set Up Tab (2)

- "Cell" coding



Set Up Tab (3)

- In Set Up, you can reorder coding result, as to how to display them in tables.



Q1. What smartphone games you are aware of?		Gender		Age Group		
	Total	Male	Female	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	77	44	33	34	23	20
Let's Get Rich	68.8%	72.7%	63.6%	73.5%	65.2%	65.0%
HayDay	9.1%	9.1%	9.1%	11.8%	13.0%	0.0%
CandyCrush	20.8%	18.2%	24.2%	23.5%	21.7%	15.0%
Cookie Run	19.5%	22.7%	15.2%	17.6%	26.1%	15.0%
Pokopang	40.3%	36.4%	45.5%	38.2%	30.4%	55.0%
PokoPoko	23.4%	22.7%	24.2%	29.4%	17.4%	20.0%
Rangers	26.0%	22.7%	30.3%	29.4%	17.4%	30.0%
Clash Of Clans	18.2%	22.7%	12.1%	17.6%	17.4%	20.0%
Minecraft	6.5%	9.1%	3.0%	5.9%	4.3%	10.0%
Card	7.8%	11.4%	3.0%	11.8%	8.7%	0.0%
Bubble 2	11.7%	11.4%	12.1%	8.8%	17.4%	10.0%
Dozer	15.6%	13.6%	18.2%	8.8%	17.4%	25.0%
Disney Tsum Tsum	16.9%	18.2%	15.2%	20.6%	8.7%	20.0%
Dream Garden	11.7%	11.4%	12.1%	14.7%	13.0%	5.0%
Football League Mana	9.1%	9.1%	9.1%	8.8%	13.0%	5.0%
Hidden Catch	7.8%	6.8%	9.1%	8.8%	8.7%	5.0%
I Love Coffee	10.4%	13.6%	6.1%	11.8%	13.0%	5.0%
Jelly	6.5%	6.8%	6.1%	2.9%	17.4%	0.0%
Play	19.5%	20.5%	18.2%	11.8%	26.1%	25.0%
Pop	15.6%	13.6%	18.2%	8.8%	26.1%	15.0%
Pop 2	14.3%	11.4%	18.2%	8.8%	13.0%	25.0%
Puzzle Bobble	20.8%	27.3%	12.1%	26.5%	17.4%	15.0%
Stage	11.7%	11.4%	12.1%	5.9%	21.7%	10.0%
Trio	11.7%	11.4%	12.1%	20.6%	8.7%	0.0%
Wind Runner	20.8%	20.5%	21.2%	11.8%	39.1%	15.0%
Ragnarok Valkyire	5.2%	4.5%	6.1%	2.9%	8.7%	5.0%
Asphalt 8: Airborne	5.2%	4.5%	6.1%	5.9%	8.7%	0.0%
Poker	1.3%	2.3%	0.0%	2.9%	0.0%	0.0%
Summerwars	1.3%	2.3%	0.0%	2.9%	0.0%	0.0%

Coding for open end text and numeric data is not supported for Student version.

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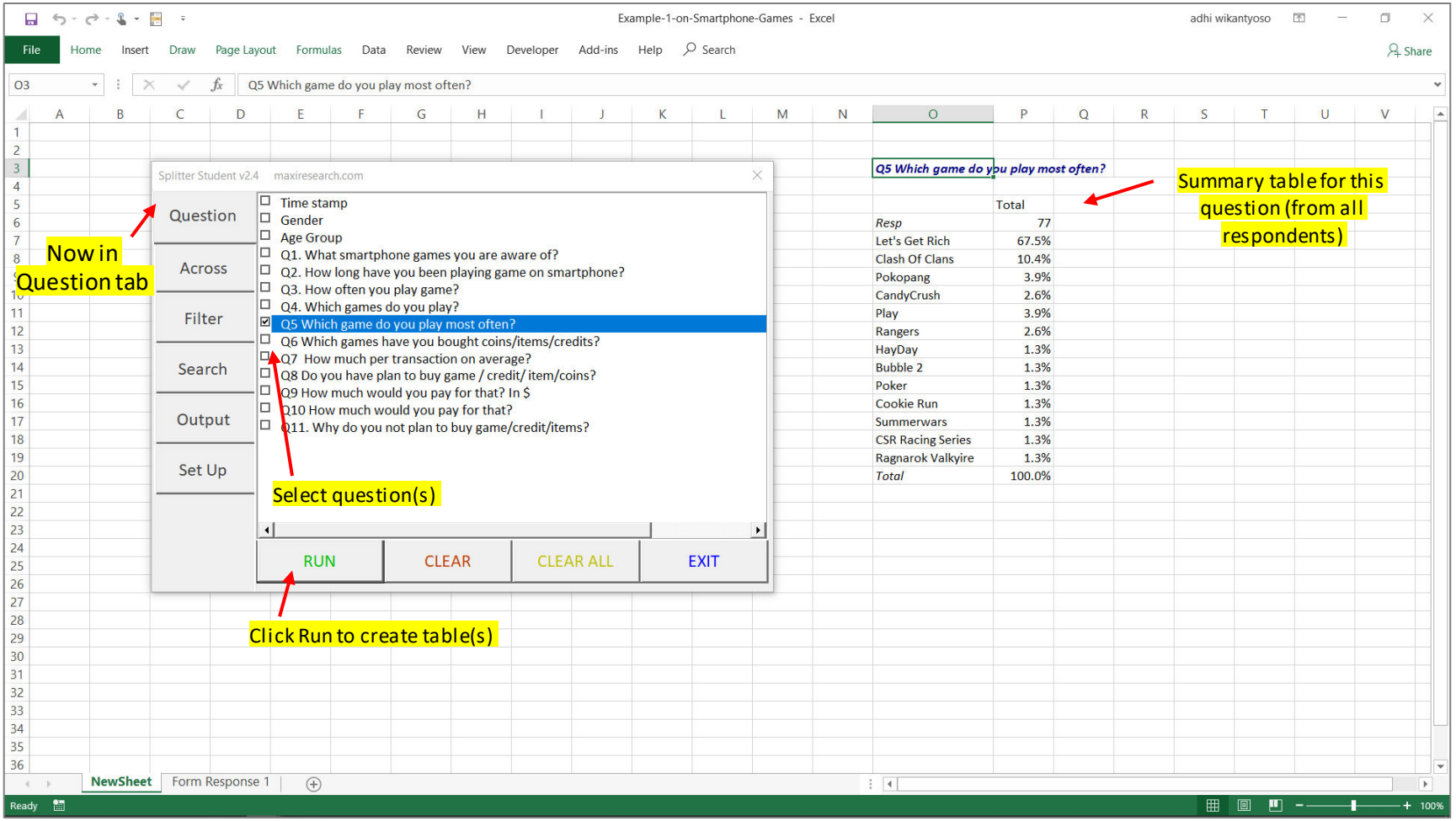
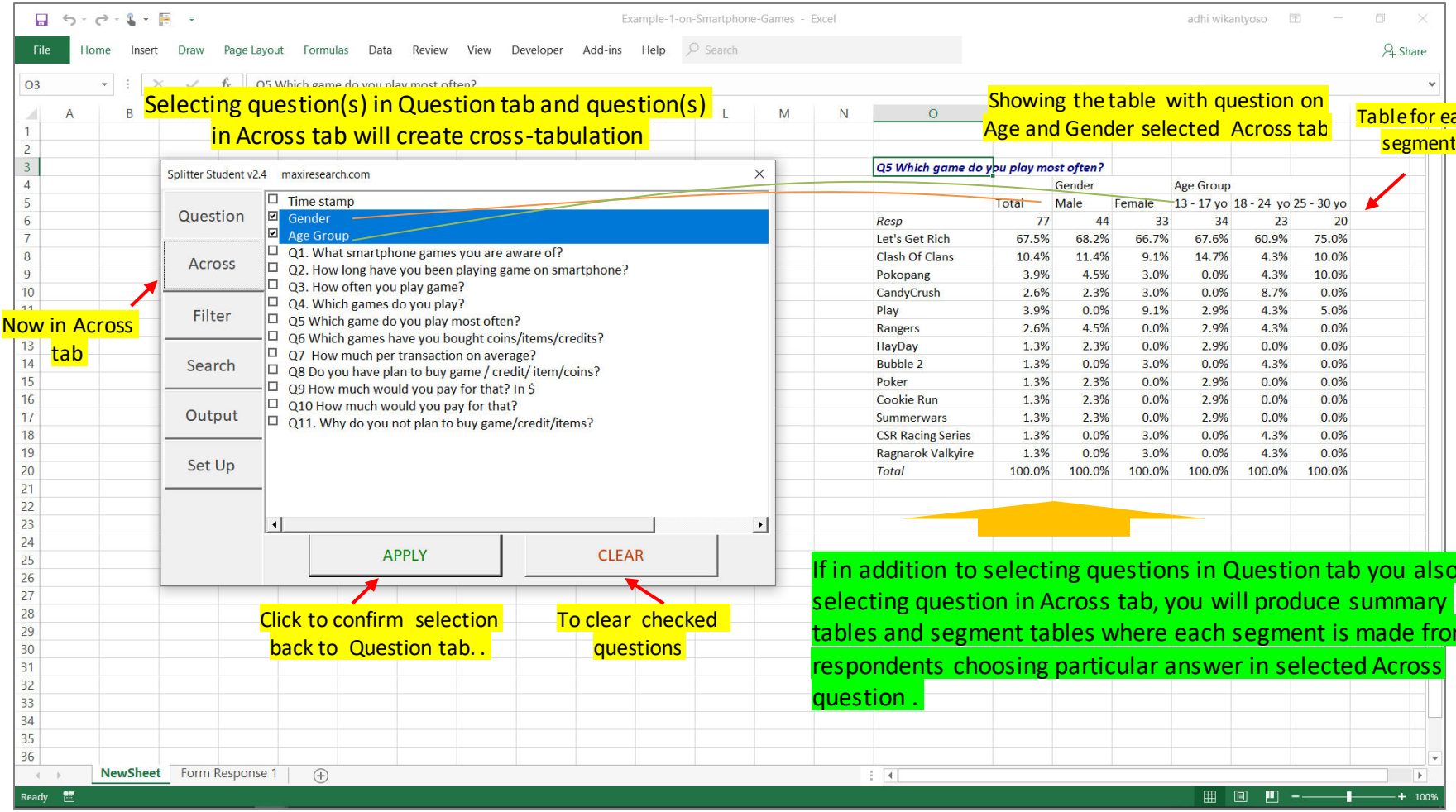
Question Tab

- Put your cursor anywhere in any sheet as long as not in Form Response 1 (survey data sheet).
- Check on questions you want to make tables from. Click Run.



Across Tab

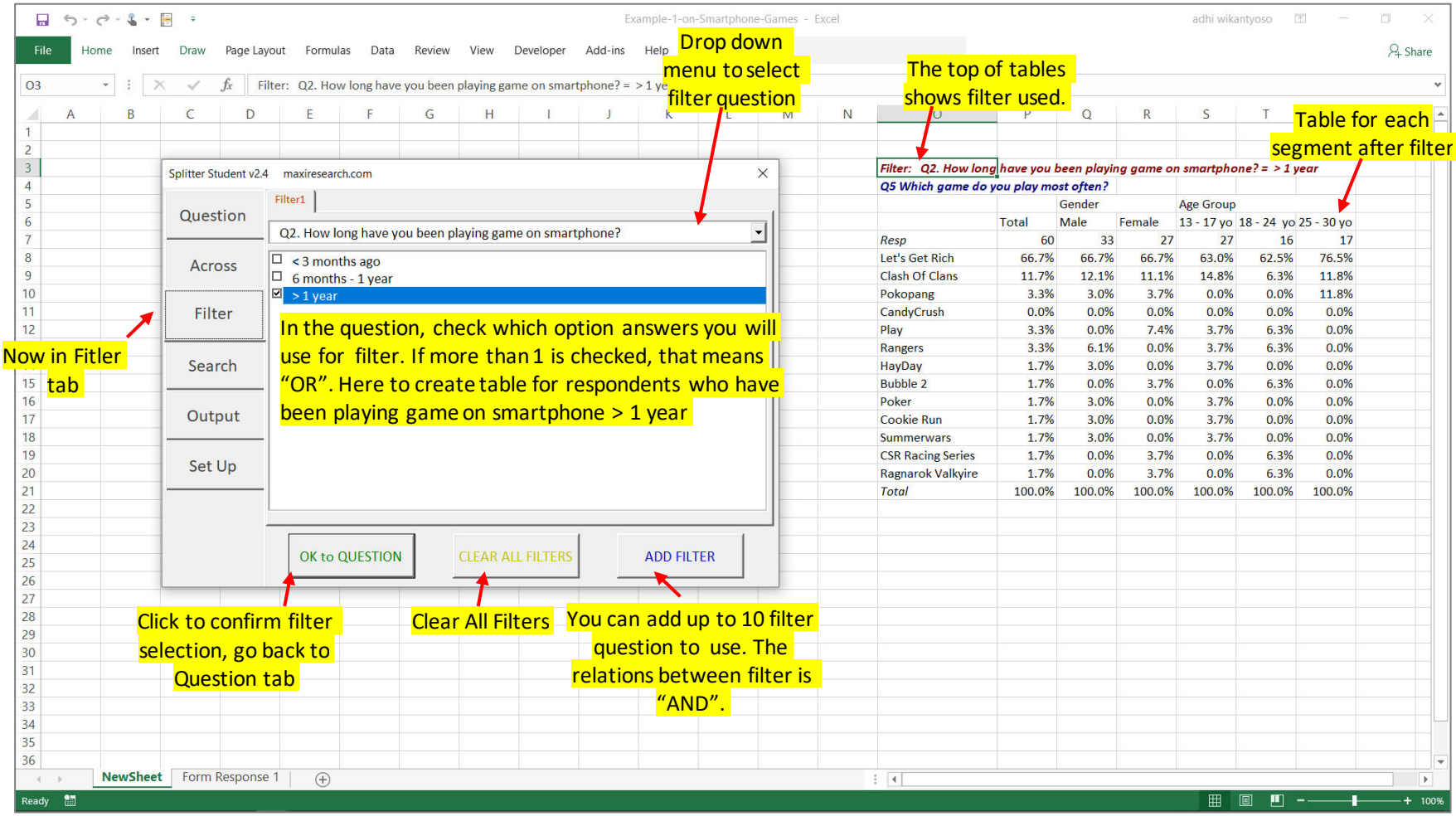
- Across tab has similar window display with that in Question tab. If we select question(s) in Question tab and question(s) in Across tab, it will create cross-tabulation.



	Total	Gender		Age Group		
		Male	Female	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	77	44	33	34	23	20
Let's Get Rich	67.5%	68.2%	66.7%	67.6%	60.9%	75.0%
Clash Of Clans	10.4%	11.4%	9.1%	14.7%	4.3%	10.0%
Pokopang	3.9%	4.5%	3.0%	0.0%	4.3%	10.0%
CandyCrush	2.6%	2.3%	3.0%	0.0%	8.7%	0.0%
Play	3.9%	0.0%	9.1%	2.9%	4.3%	5.0%
Rangers	2.6%	4.5%	0.0%	2.9%	4.3%	0.0%
HayDay	1.3%	2.3%	0.0%	2.9%	0.0%	0.0%
Bubble 2	1.3%	0.0%	3.0%	0.0%	4.3%	0.0%
Poker	1.3%	2.3%	0.0%	2.9%	0.0%	0.0%
Cookie Run	1.3%	2.3%	0.0%	2.9%	0.0%	0.0%
Summerwars	1.3%	2.3%	0.0%	2.9%	0.0%	0.0%
CSR Racing Series	1.3%	0.0%	3.0%	0.0%	4.3%	0.0%
Ragnarok Valkyire	1.3%	0.0%	3.0%	0.0%	4.3%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Filter Tab

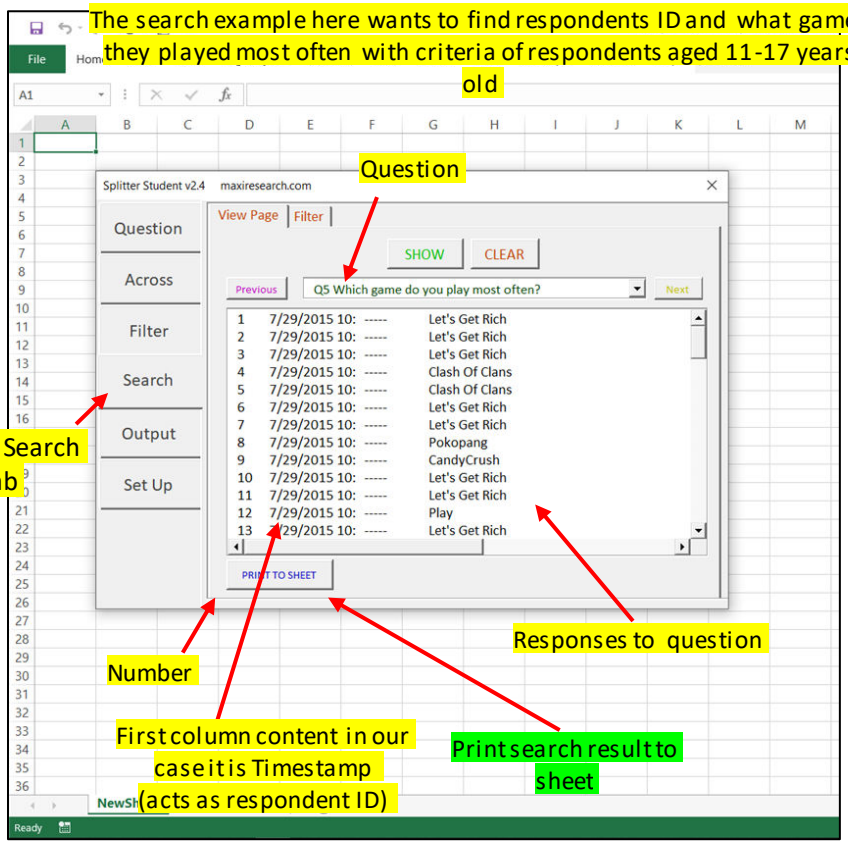
- In the Filter tab, we specify criteria to select respondents from which tables are going to be created.

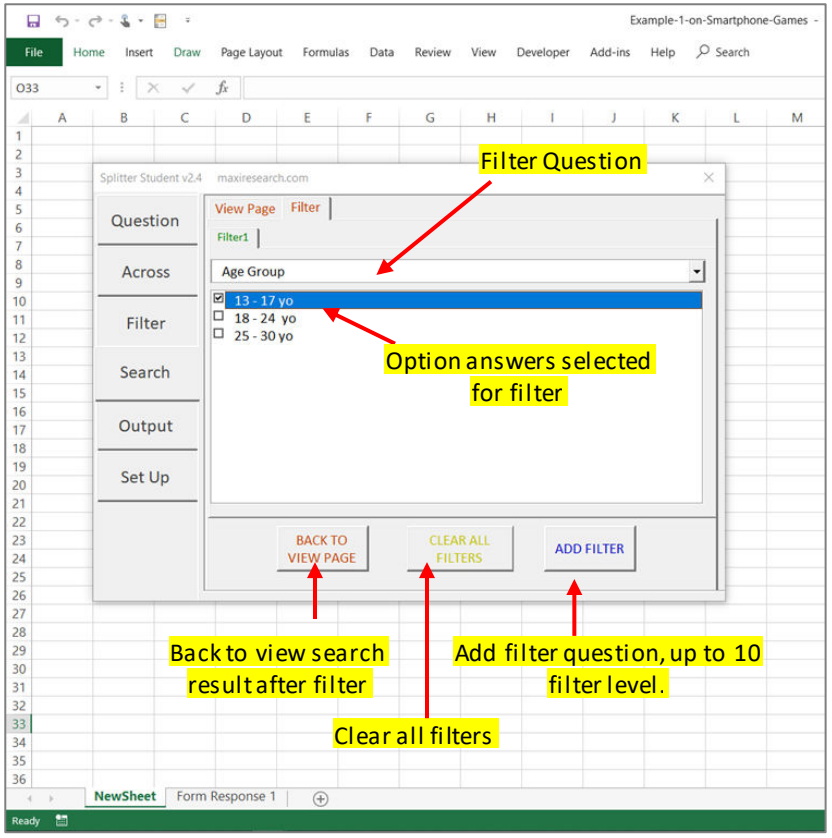


	Total	Gender: Male	Gender: Female	Age Group: 13 - 17 yo	Age Group: 18 - 24 yo	Age Group: 25 - 30 yo
Resp	60	33	27	27	16	17
Let's Get Rich	66.7%	66.7%	66.7%	63.0%	62.5%	76.5%
Clash Of Clans	11.7%	12.1%	11.1%	14.8%	6.3%	11.8%
Pokopang	3.3%	3.0%	3.7%	0.0%	0.0%	11.8%
CandyCrush	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Play	3.3%	0.0%	7.4%	3.7%	6.3%	0.0%
Rangers	3.3%	6.1%	0.0%	3.7%	6.3%	0.0%
HayDay	1.7%	3.0%	0.0%	3.7%	0.0%	0.0%
Bubble 2	1.7%	0.0%	3.7%	0.0%	6.3%	0.0%
Poker	1.7%	3.0%	0.0%	3.7%	0.0%	0.0%
Cookie Run	1.7%	3.0%	0.0%	3.7%	0.0%	0.0%
Summerwars	1.7%	3.0%	0.0%	3.7%	0.0%	0.0%
CSR Racing Series	1.7%	0.0%	3.7%	0.0%	6.3%	0.0%
Ragnarok Valkyire	1.7%	0.0%	3.7%	0.0%	6.3%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

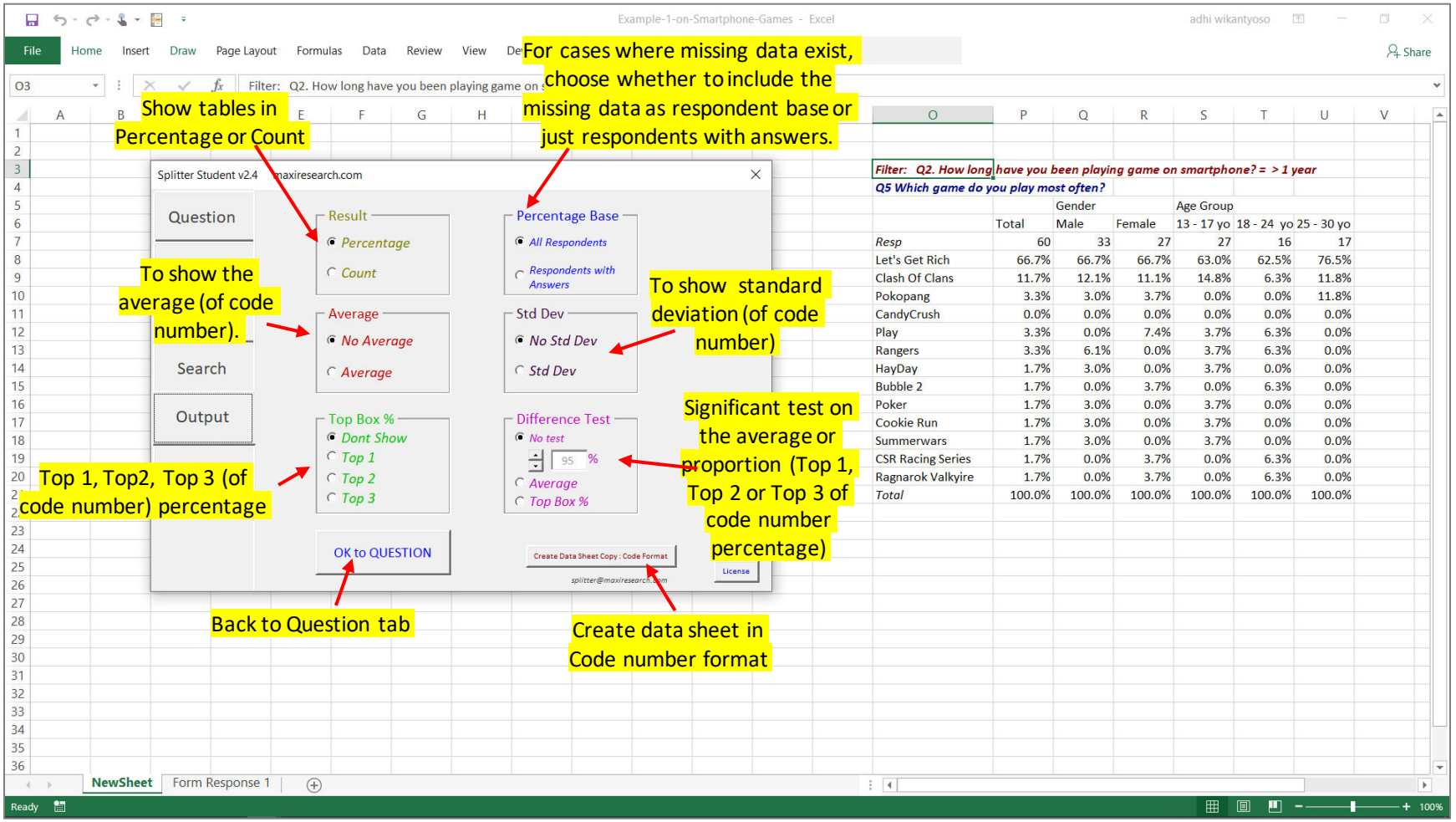
Search Tab

- The search function is to look for respondents ID and their responses for a particular question for respondents who meet criteria through filter. We can apply filters up to 10 level.





Output Tab


Example-1-on-Smartphone-Games - Excel
adhi wikantyoso
File
Home
Insert
Draw
Page Layout
Formulas
Data
Review
View
Share
Filter: Q2. How long have you been playing game on
Show tables in Percentage or Count
For cases where missing data exist, choose whether to include the missing data as respondent base or just respondents with answers.
Splitter Student v2.4
maxiresearch.com
Question
Search
Output
Result
Percentage
Count
Percentage Base
All Respondents
Respondents with Answers
To show the average (of code number).
Average
No Average
Average
Std Dev
No Std Dev
Std Dev
To show standard deviation (of code number)
Top Box %
Dont Show
Top 1
Top 2
Top 3
Top 1, Top2, Top 3 (of code number) percentage
Difference Test
No test
95
%
Average
Top Box %
Significant test on the average or proportion (Top 1, Top 2 or Top 3 of code number percentage)
OK to QUESTION
Back to Question tab
Create Data Sheet Copy : Code Format
Create data sheet in Code number format
License
splitter@maxiresearch.com
Filter: Q2. How long have you been playing game on smartphone? = > 1 year
Q5 Which game do you play most often?
Gender
Age Group
Total
Male
Female
13 - 17 yo
18 - 24 yo
25 - 30 yo
Resp 60 33 27 27 16 17
Let's Get Rich 66.7% 66.7% 66.7% 63.0% 62.5% 76.5%
Clash Of Clans 11.7% 12.1% 11.1% 14.8% 6.3% 11.8%
Pokopang 3.3% 3.0% 3.7% 0.0% 0.0% 11.8%
CandyCrush 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Play 3.3% 0.0% 7.4% 3.7% 6.3% 0.0%
Rangers 3.3% 6.1% 0.0% 3.7% 6.3% 0.0%
HayDay 1.7% 3.0% 0.0% 3.7% 0.0% 0.0%
Bubble 2 1.7% 0.0% 3.7% 0.0% 6.3% 0.0%
Poker 1.7% 3.0% 0.0% 3.7% 0.0% 0.0%
Cookie Run 1.7% 3.0% 0.0% 3.7% 0.0% 0.0%
Summerwars 1.7% 3.0% 0.0% 3.7% 0.0% 0.0%
CSR Racing Series 1.7% 0.0% 3.7% 0.0% 6.3% 0.0%
Ragnarok Valkyire 1.7% 0.0% 3.7% 0.0% 6.3% 0.0%
Total 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%
NewSheet
Form Response 1
Ready
100%

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:

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

APPENDIX

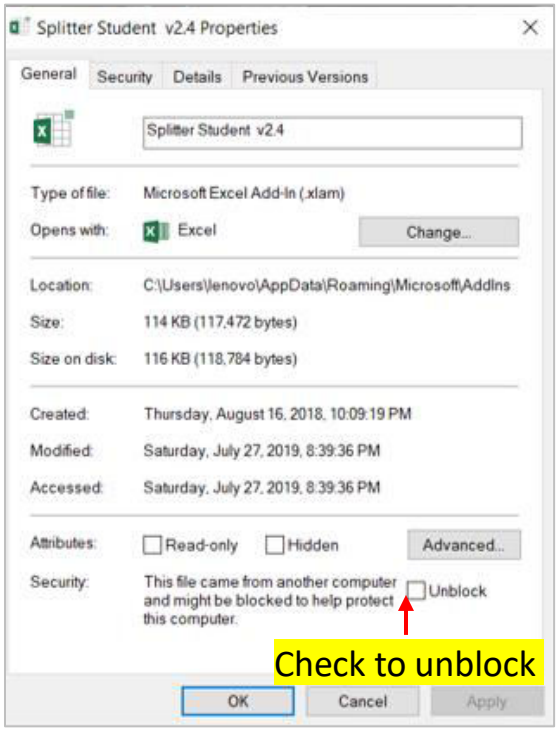
HOW TO INSTALL
SPLITTER

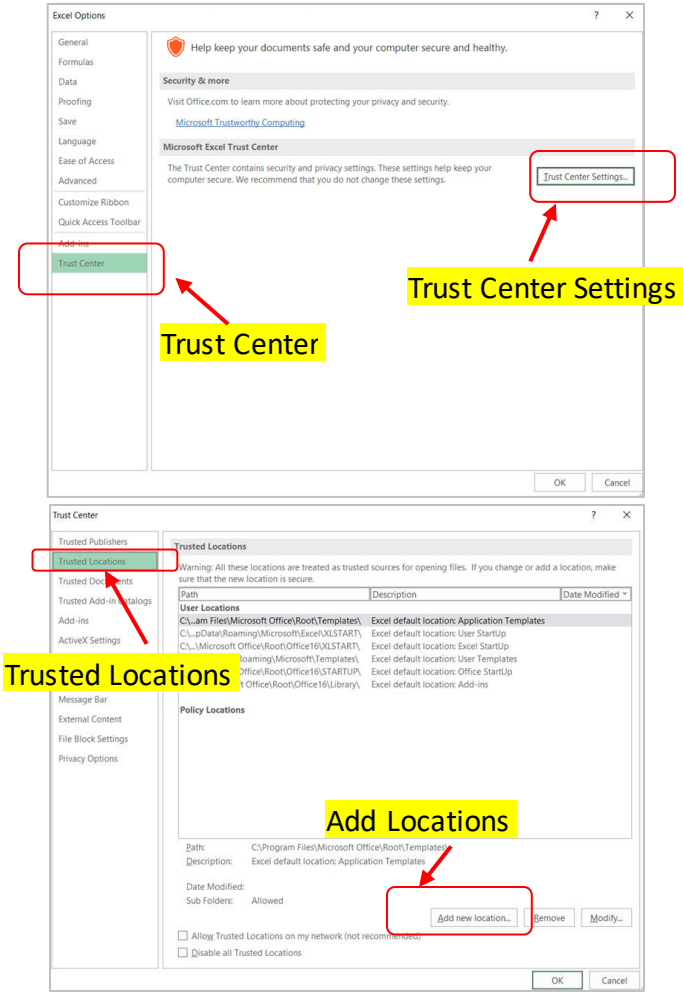
Download Splitter. Save in your Preferred Directory. Make sure Macro is Enabled for Splitter.

- Splitter is an Excel Add-Ins /macro program. If at any point during Splitter installation your Excel asks to "enable macro?", reply yes.
- A couple of options to make sure macro for Splitter is enabled therefore would not be blocked

Option 1

Right click on Splitter file, Go to Properties. Check to Unblock





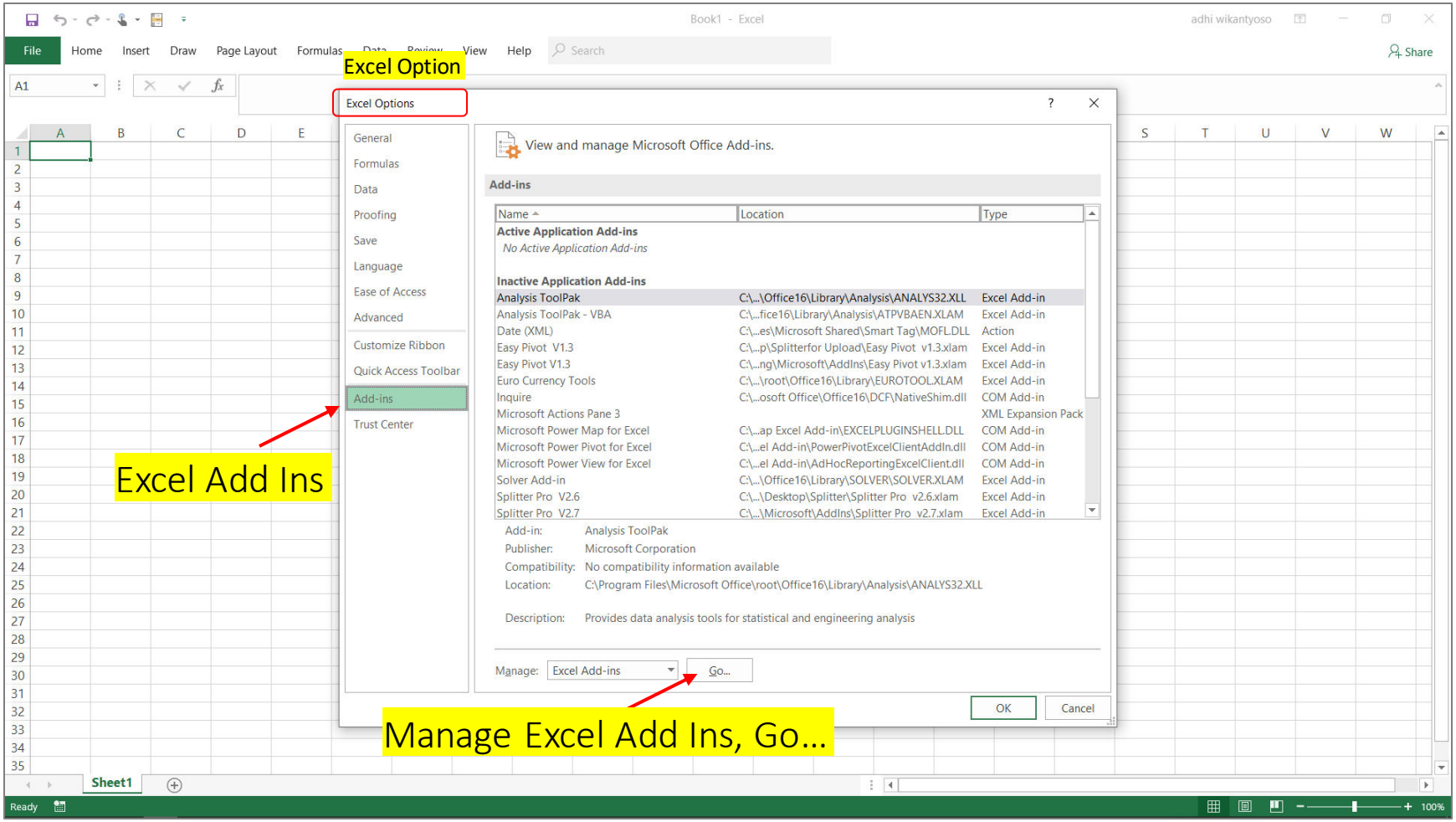
Option 2

Add Splitter to Trusted Location Directory

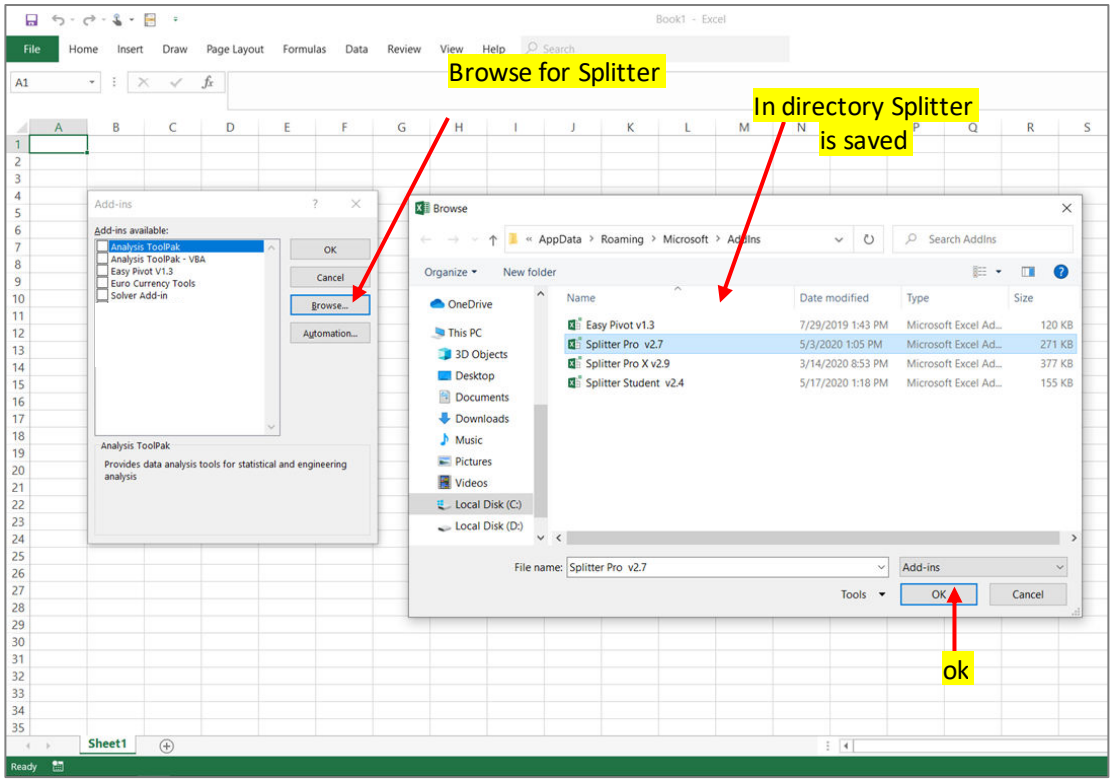
Go to Trust Center in Excel Options.
In Trust Center Settings…

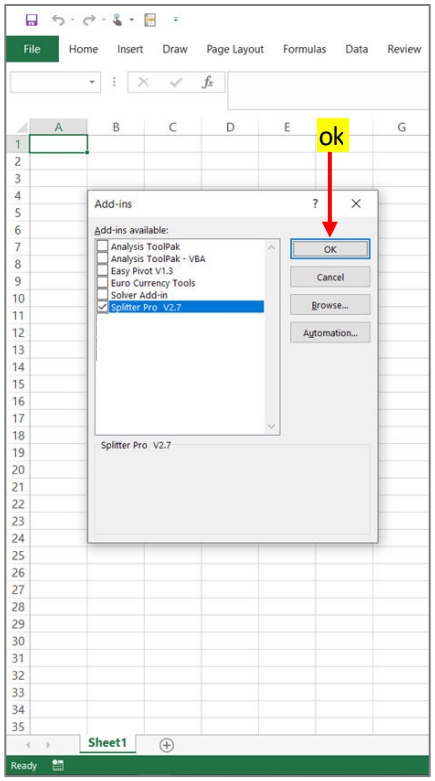
Go to Trusted Locations.
Add Locations where Splitter is located.

In Excel Option. To Add Ins.
Click Go in Manage Excel Add Ins



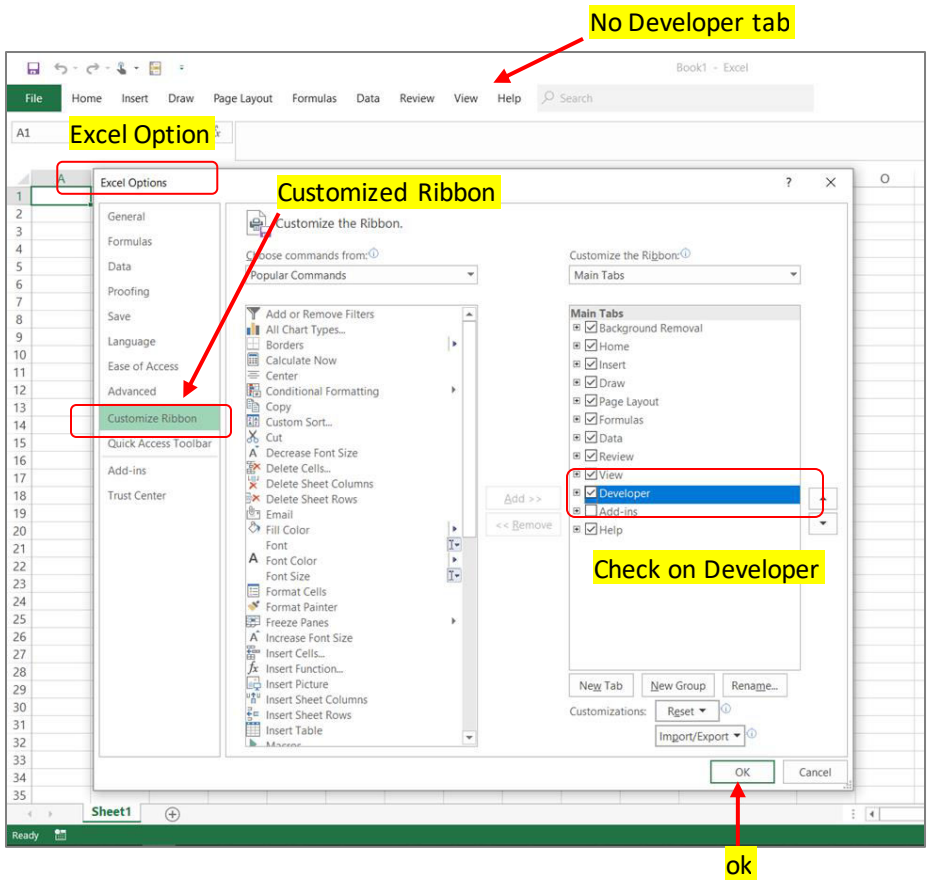
Browse for Splitter in Directory where it is Saved

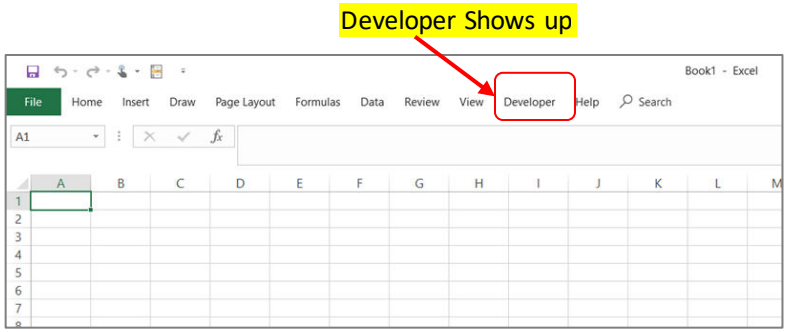




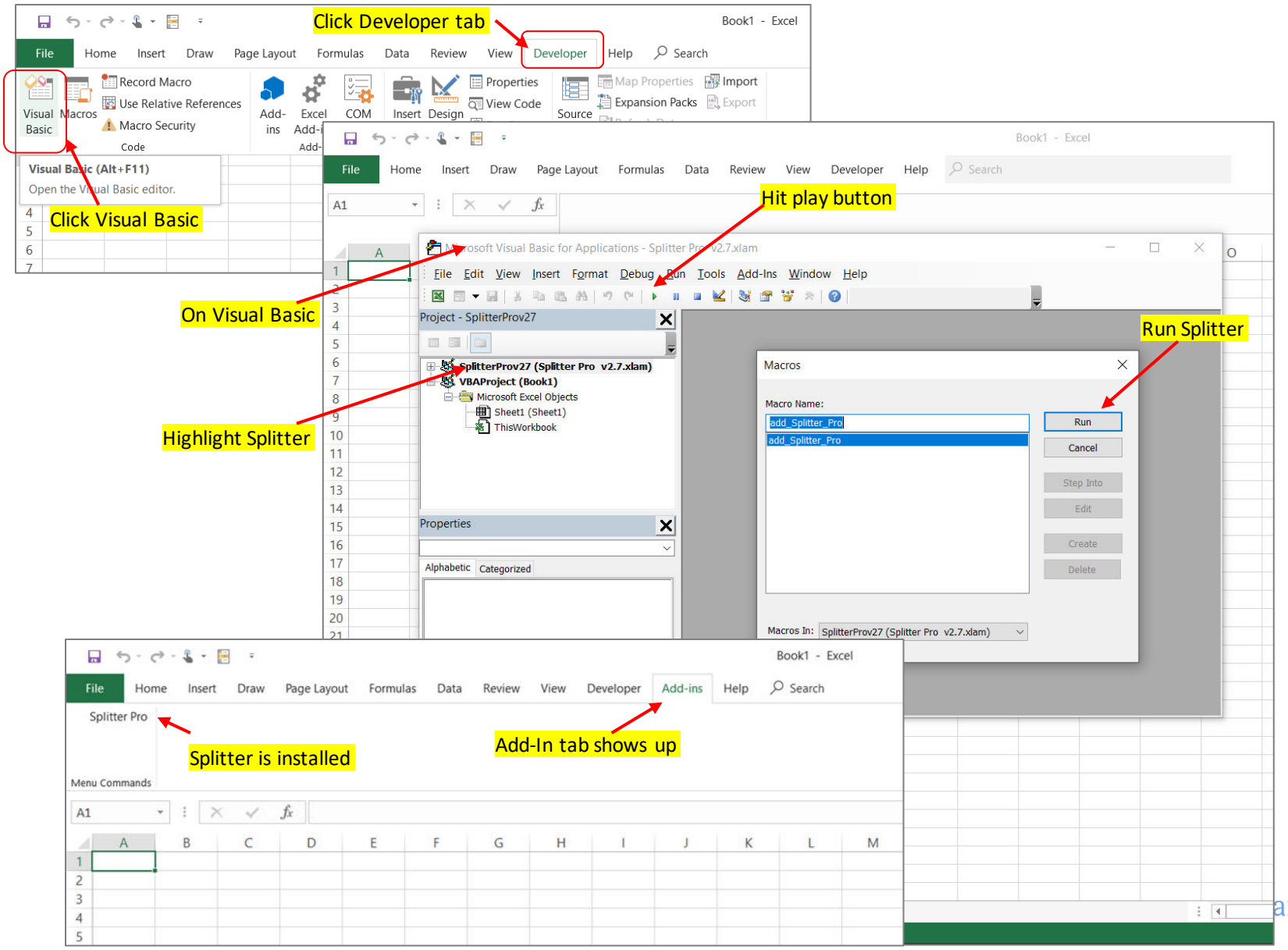
Turn On Developer Tab

- Excel 2007 : Excel option, Popular, check Show Developer tab in the ribbon
- Excel 2010, 2013, 2016, 2019 : Excel option, Customize Ribbon, under main tab check Developer



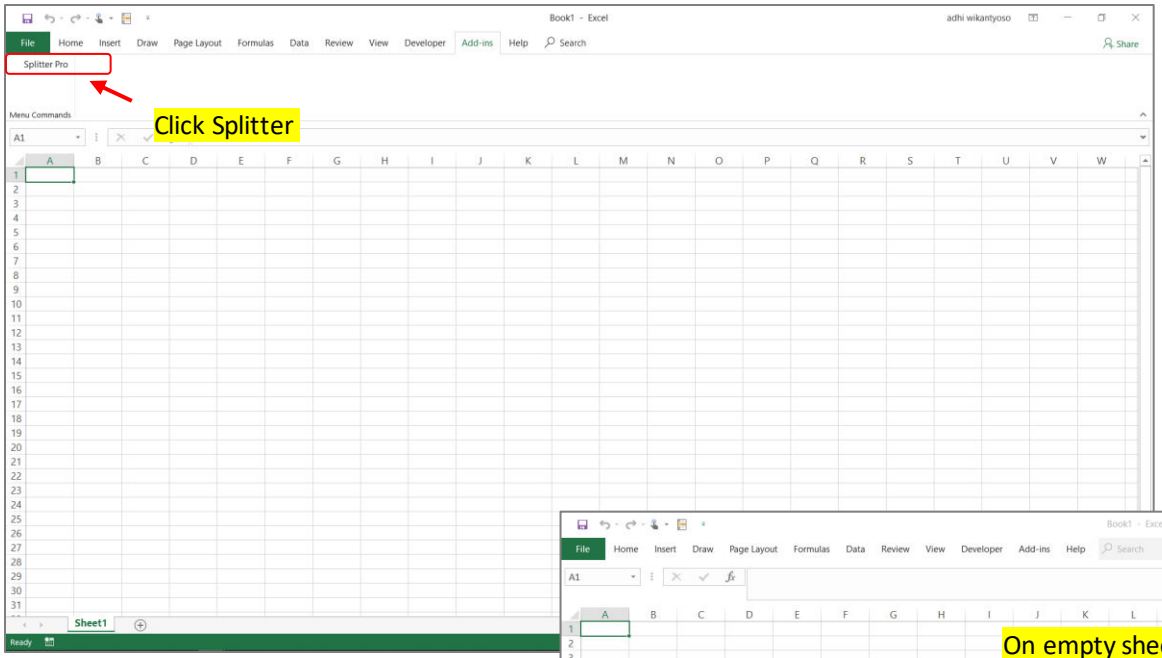


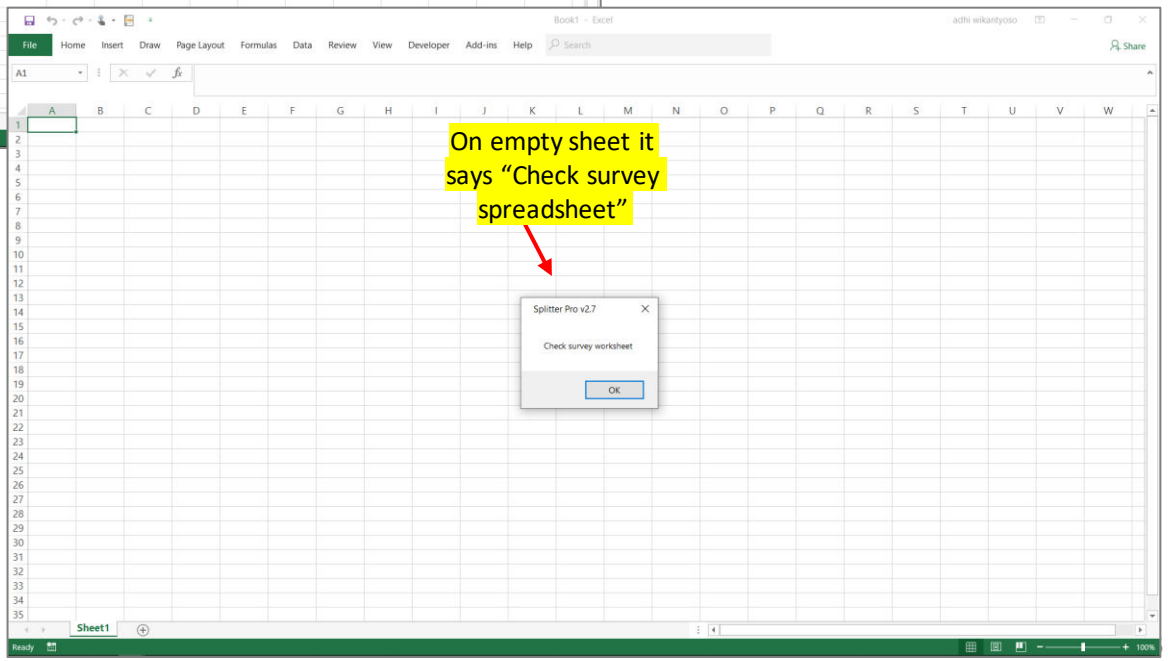
On Developer tab, click Visual Basic.
On Visual Basic window, select Splitter. Run



RUN SPLITTER

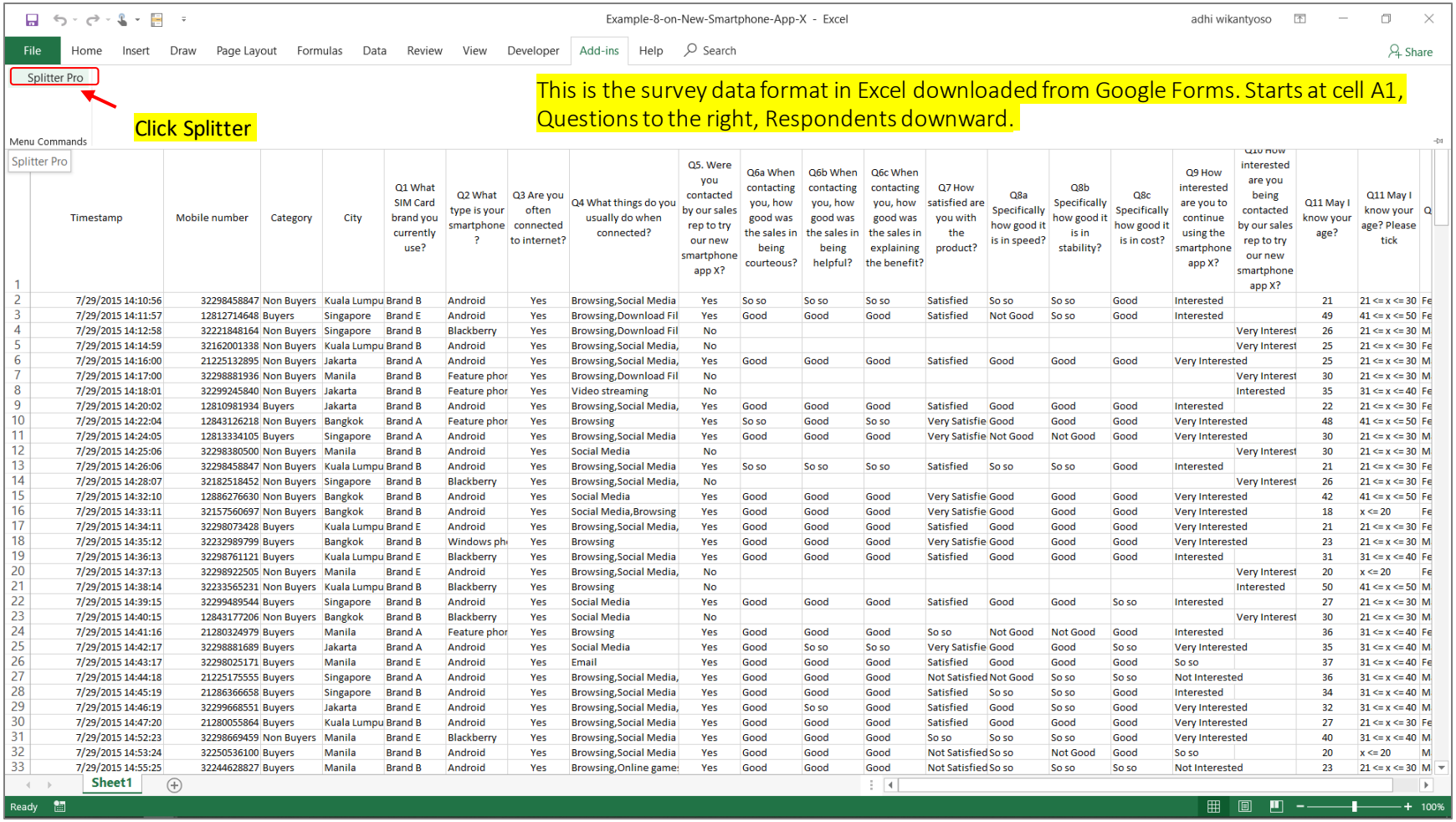
Running Splitter on Empty Sheet : “Check Survey Spreadsheet”





With Survey Data Downloaded from Google Forms as Excel.

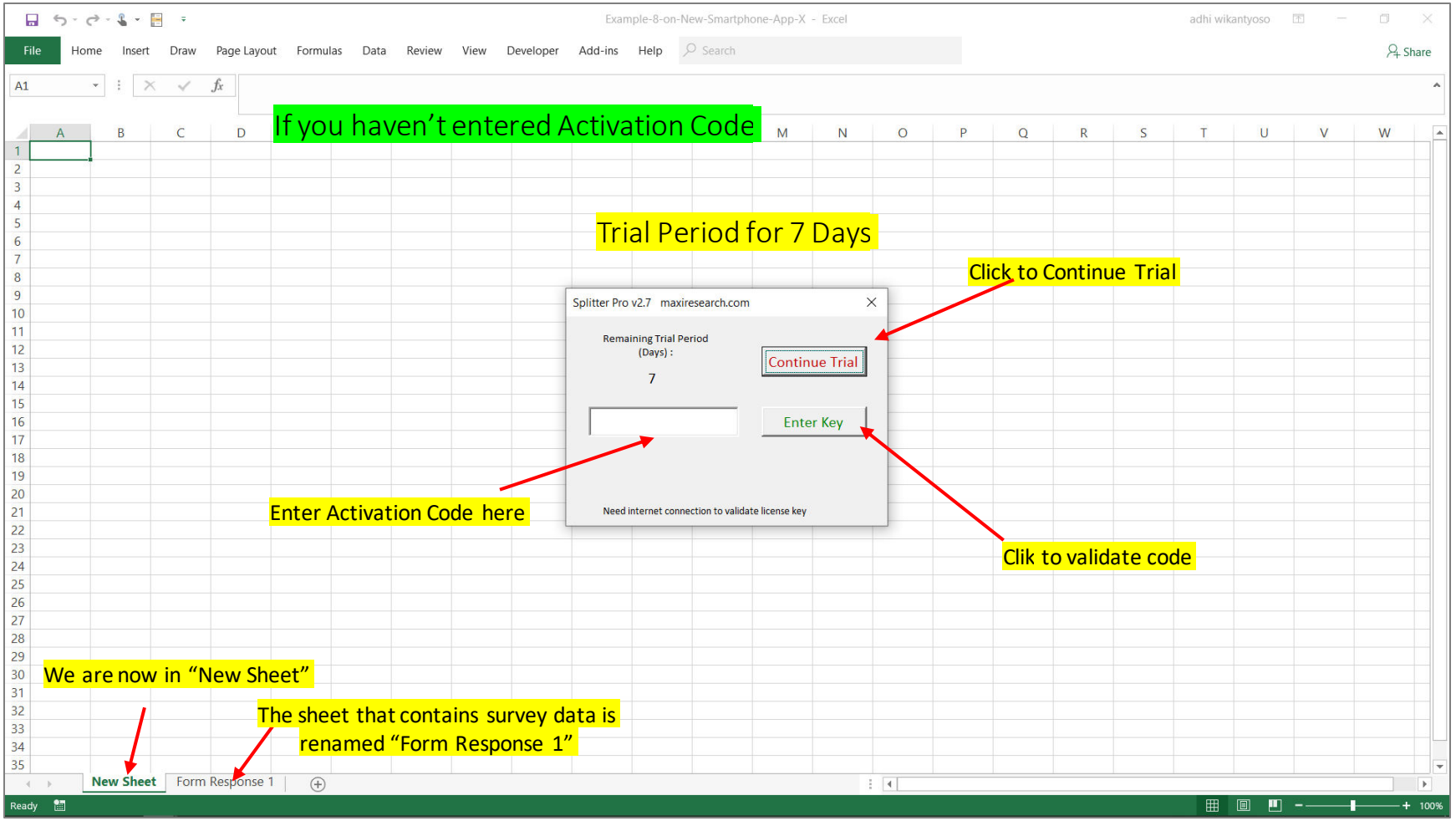
The data should start at cell A1. Click Splitter



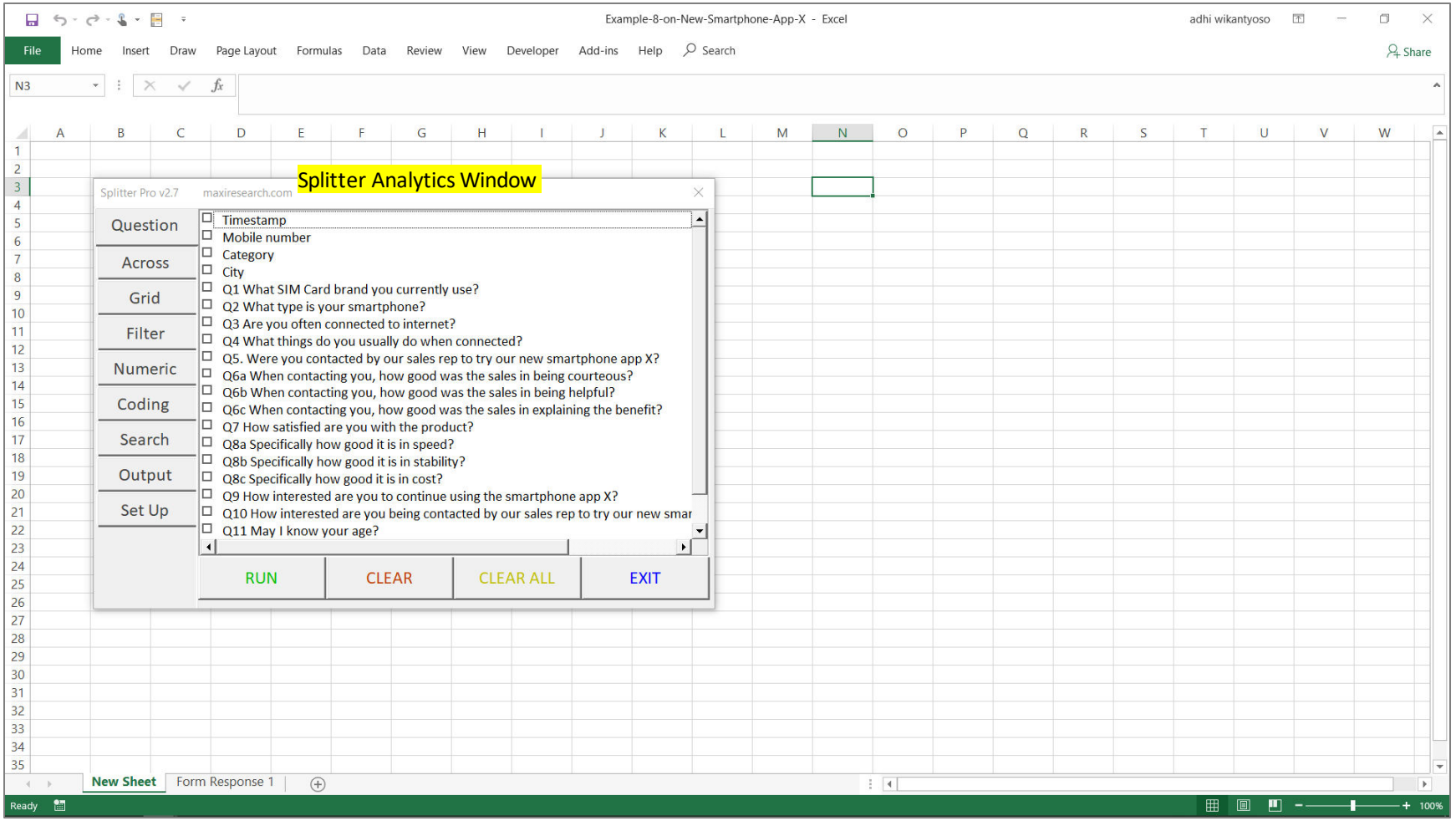
	Timestamp	Mobile number	Category	City	Q1 What SIM Card brand you currently use?	Q2 What type is your smartphone ?	Q3 Are you often connected to internet?	Q4 What things do you usually do when connected?	Q5. Were you contacted by our sales rep to try our new smartphone app X?	Q6a When contacting you, how good was the sales in being courteous?	Q6b When contacting you, how good was the sales in being helpful?	Q6c When contacting you, how good was the sales in explaining the benefit?	Q7 How satisfied are you with the product?	Q8a Specifically how good it is in speed?	Q8b Specifically how good it is in stability?	Q8c Specifically how good it is in cost?	Q9 How interested are you to continue using the smartphone app X?	Q10 How interested are you being contacted by our sales rep to try our new smartphone app X?	Q11 May I know your age?	Q11 May I know your age? Please tick	Q
1																					
2	7/29/2015 14:10:56	32298458847	Non Buyers	Kuala Lumpu	Brand B	Android	Yes	Browsing,Social Media	Yes	So so	So so	So so	Satisfied	So so	So so	Good	Interested		21	21 <= x <= 30	Fe
3	7/29/2015 14:11:57	12812714648	Buyers	Singapore	Brand E	Android	Yes	Browsing,Download Fil	Yes	Good	Good	Good	Satisfied	Not Good	So so	Good	Interested		49	41 <= x <= 50	Fe
4	7/29/2015 14:12:58	32221848164	Non Buyers	Singapore	Brand B	Blackberry	Yes	Browsing,Download Fil	No									Very Interest	26	21 <= x <= 30	M
5	7/29/2015 14:14:59	32162001338	Non Buyers	Kuala Lumpu	Brand B	Android	Yes	Browsing,Social Media,	No									Very Interest	25	21 <= x <= 30	Fe
6	7/29/2015 14:16:00	21225132895	Non Buyers	Jakarta	Brand A	Android	Yes	Browsing,Social Media,	Yes	Good	Good	Good	Satisfied	Good	Good	Good	Very Interested		25	21 <= x <= 30	M
7	7/29/2015 14:17:00	32298881936	Non Buyers	Manila	Brand B	Feature phor	Yes	Browsing,Download Fil	No									Very Interest	30	21 <= x <= 30	M
8	7/29/2015 14:18:01	32299245840	Non Buyers	Jakarta	Brand B	Feature phor	Yes	Video streaming	No									Interested	35	31 <= x <= 40	Fe
9	7/29/2015 14:20:02	12810981934	Buyers	Jakarta	Brand B	Android	Yes	Browsing,Social Media,	Yes	Good	Good	Good	Satisfied	Good	Good	Good	Interested		22	21 <= x <= 30	Fe
10	7/29/2015 14:22:04	12843126218	Non Buyers	Bangkok	Brand A	Feature phor	Yes	Browsing	Yes	So so	Good	So so	Very Satisfie	Good	Good	Good	Very Interested		48	41 <= x <= 50	Fe
11	7/29/2015 14:24:05	12813334105	Buyers	Singapore	Brand A	Android	Yes	Browsing,Social Media	Yes	Good	Good	Good	Very Satisfie	Not Good	Not Good	Good	Very Interested		30	21 <= x <= 30	M
12	7/29/2015 14:25:06	32298380500	Non Buyers	Manila	Brand B	Android	Yes	Social Media	No									Very Interest	30	21 <= x <= 30	M
13	7/29/2015 14:26:06	32298458847	Non Buyers	Kuala Lumpu	Brand B	Android	Yes	Browsing,Social Media	Yes	So so	So so	So so	Satisfied	So so	So so	Good	Interested		21	21 <= x <= 30	Fe
14	7/29/2015 14:28:07	32182518452	Non Buyers	Singapore	Brand B	Blackberry	Yes	Browsing,Social Media,	No									Very Interest	26	21 <= x <= 30	Fe
15	7/29/2015 14:32:10	12886276630	Non Buyers	Bangkok	Brand B	Android	Yes	Social Media	Yes	Good	Good	Good	Very Satisfie	Good	Good	Good	Very Interested		42	41 <= x <= 50	Fe
16	7/29/2015 14:33:11	32157560697	Non Buyers	Bangkok	Brand B	Android	Yes	Social Media,Browsing	Yes	Good	Good	Good	Very Satisfie	Good	Good	Good	Very Interested		18	x <= 20	Fe
17	7/29/2015 14:34:11	32298073428	Buyers	Kuala Lumpu	Brand E	Android	Yes	Browsing,Social Media,	Yes	Good	Good	Good	Satisfied	Good	Good	Good	Very Interested		21	21 <= x <= 30	Fe
18	7/29/2015 14:35:12	32232989799	Buyers	Bangkok	Brand B	Windows ph	Yes	Browsing	Yes	Good	Good	Good	Very Satisfie	Good	Good	Good	Very Interested		23	21 <= x <= 30	M
19	7/29/2015 14:36:13	32298761121	Buyers	Kuala Lumpu	Brand E	Blackberry	Yes	Browsing,Social Media	Yes	Good	Good	Good	Satisfied	Good	Good	Good	Interested		31	31 <= x <= 40	Fe
20	7/29/2015 14:37:13	32298922505	Non Buyers	Manila	Brand E	Android	Yes	Browsing,Social Media,	No									Very Interest	20	x <= 20	Fe
21	7/29/2015 14:38:14	32233565231	Non Buyers	Kuala Lumpu	Brand B	Blackberry	Yes	Browsing	No									Interested	50	41 <= x <= 50	M
22	7/29/2015 14:39:15	32299489544	Buyers	Singapore	Brand B	Android	Yes	Social Media	Yes	Good	Good	Good	Satisfied	Good	Good	So so	Interested		27	21 <= x <= 30	M
23	7/29/2015 14:40:15	12843177206	Non Buyers	Bangkok	Brand B	Blackberry	Yes	Social Media	No									Very Interest	30	21 <= x <= 30	M
24	7/29/2015 14:41:16	21280324979	Buyers	Manila	Brand A	Feature phor	Yes	Browsing	Yes	Good	Good	Good	So so	Not Good	Not Good	Good	Interested		36	31 <= x <= 40	Fe
25	7/29/2015 14:42:17	32298881689	Buyers	Jakarta	Brand A	Android	Yes	Social Media	Yes	Good	So so	So so	Very Satisfie	Good	Good	So so	Very Interested		35	31 <= x <= 40	M
26	7/29/2015 14:43:17	32298025171	Buyers	Manila	Brand E	Android	Yes	Email	Yes	Good	Good	Good	Satisfied	Good	Good	Good	So so		37	31 <= x <= 40	Fe
27	7/29/2015 14:44:18	21225175555	Buyers	Singapore	Brand A	Android	Yes	Browsing,Social Media,	Yes	Good	Good	Good	Not Satisfied	Not Good	So so	So so	Not Interested		36	31 <= x <= 40	M
28	7/29/2015 14:45:19	21286366658	Buyers	Singapore	Brand B	Android	Yes	Browsing,Social Media	Yes	Good	Good	Good	Satisfied	So so	So so	Good	Interested		34	31 <= x <= 40	M
29	7/29/2015 14:46:19	32299668551	Buyers	Jakarta	Brand E	Android	Yes	Browsing,Social Media,	Yes	Good	So so	Good	Satisfied	Good	So so	Good	Very Interested		32	31 <= x <= 40	M
30	7/29/2015 14:47:20	21280055864	Buyers	Kuala Lumpu	Brand B	Android	Yes	Browsing,Social Media	Yes	Good	Good	Good	Satisfied	Good	Good	Good	Very Interested		27	21 <= x <= 30	Fe
31	7/29/2015 14:52:23	32298669459	Non Buyers	Manila	Brand E	Blackberry	Yes	Browsing,Social Media	Yes	Good	Good	Good	So so	So so	So so	Good	Very Interested		40	31 <= x <= 40	M
32	7/29/2015 14:53:24	32250536100	Buyers	Manila	Brand B	Android	Yes	Browsing,Social Media	Yes	Good	Good	Good	Not Satisfied	So so	Not Good	Good	So so		20	x <= 20	M
33	7/29/2015 14:55:25	32244628827	Buyers	Manila	Brand B	Android	Yes	Browsing,Online game:	Yes	Good	Good	Good	Not Satisfied	So so	So so	So so	Not Interested		23	21 <= x <= 30	M

For first time running a survey data set using Splitter, the sheet containing survey data needs to be the active sheet, sheet located on the front (you can see the data).

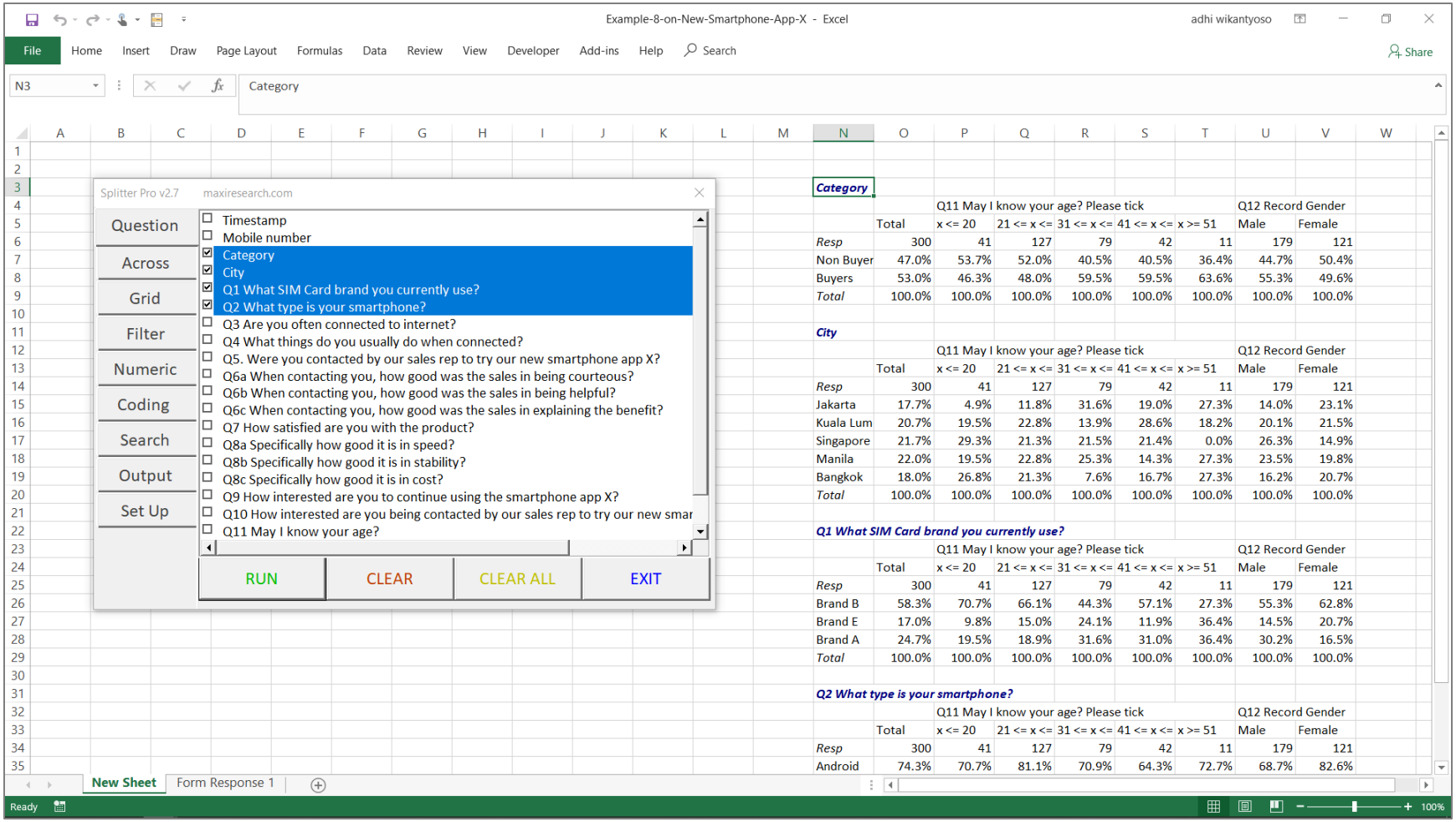
For First time Survey Data Opened Splitter will do Automatic Coding. We will be taken to new sheet "New Sheet"



Splitter Analytics Window Shows Up



Splitter is Ready for Analysis



Category

		Q11 May I know your age? Please tick					Q12 Record Gender	
	Total	x <= 20	21 <= x <= 31	31 <= x <= 41	41 <= x <= x >= 51		Male	Female
Resp	300	41	127	79	42	11	179	121
Non Buyer	47.0%	53.7%	52.0%	40.5%	40.5%	36.4%	44.7%	50.4%
Buyers	53.0%	46.3%	48.0%	59.5%	59.5%	63.6%	55.3%	49.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

City

		Q11 May I know your age? Please tick					Q12 Record Gender	
	Total	x <= 20	21 <= x <= 31	31 <= x <= 41	41 <= x <= x >= 51		Male	Female
Resp	300	41	127	79	42	11	179	121
Jakarta	17.7%	4.9%	11.8%	31.6%	19.0%	27.3%	14.0%	23.1%
Kuala Lum	20.7%	19.5%	22.8%	13.9%	28.6%	18.2%	20.1%	21.5%
Singapore	21.7%	29.3%	21.3%	21.5%	21.4%	0.0%	26.3%	14.9%
Manila	22.0%	19.5%	22.8%	25.3%	14.3%	27.3%	23.5%	19.8%
Bangkok	18.0%	26.8%	21.3%	7.6%	16.7%	27.3%	16.2%	20.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q1 What SIM Card brand you currently use?

		Q11 May I know your age? Please tick					Q12 Record Gender	
	Total	x <= 20	21 <= x <= 31	31 <= x <= 41	41 <= x <= x >= 51		Male	Female
Resp	300	41	127	79	42	11	179	121
Brand B	58.3%	70.7%	66.1%	44.3%	57.1%	27.3%	55.3%	62.8%
Brand E	17.0%	9.8%	15.0%	24.1%	11.9%	36.4%	14.5%	20.7%
Brand A	24.7%	19.5%	18.9%	31.6%	31.0%	36.4%	30.2%	16.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q2 What type is your smartphone?

		Q11 May I know your age? Please tick					Q12 Record Gender	
	Total	x <= 20	21 <= x <= 31	31 <= x <= 41	41 <= x <= x >= 51		Male	Female
Resp	300	41	127	79	42	11	179	121
Android	74.3%	70.7%	81.1%	70.9%	64.3%	72.7%	68.7%	82.6%

ACTIVATION CODE

Buy Activation Code – Splitter Student version

- After installing there is a 7 day free trial
- Afterwards, Activation code can be purchased online via PayPal.
- Activation code will be sent to your PayPal email right after payment.
- To Activate Enter code in Splitter pop up window.
- This is not a subscription. After activation period is over there is no automatic renewal.

Select Activation Period Option

Will go to PayPal Landing Page

1 Month $2	3 Months $5	6 Months $8	1 Year $12

For alternative payment method contact Splitter@maxiresearch.com

OTHER SPLITTER / EXCEL
ADD-INS MATERIALS

OTHER SPLITTER / EXCEL ADD-IN MATERIALS

1. Video Tutorial for Splitter Student Version
   - To complement this tutorial, this video tutorial shows the basics of using Splitter Student version. Click here to watch
2. Using Splitter for Online Survey (Other than Google Forms) Data Analytics
   - Splitter can be used as analytics tool for any online survey data. Export the data as Excel (or file type that can be opened by Excel) and adjust its data format following that of Google Forms. More detail download here.
3. Easy Pivot: Excel Add-In for Sales Data Analytics.
   - For sales data analysis, by creating data breakdowns and filters (example by region, product, salesperson, etc). Objective of Easy Pivot is to provide alternative, easier to understand Pivot Table.
   - Tutorial here.

ABOUT

MAXI research

- MAXI research is a market research company in Jakarta.
  - Visit www.maxiresearch.com
- Splitter: Excel Add-In for Google Forms Survey Data Analytics and Easy Pivot: Excel Add-In for Sales Data Analytics is developed by MAXI research founder Adhi Wikantyoso.
  - Linkedin profile here
  - Splitter Introduction Video here
  - Documents uploaded in Slideshare here
  - Collection of Google Forms questionnaires in marketing, business, HR, lifestyle in English and Bahasa Indonesia, that you can copy to your Gdrive for free. Click here.
- Questions regarding Splitter or Google Forms and trainings email adhi.wikantyoso@maxiresearch.com

maxi

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