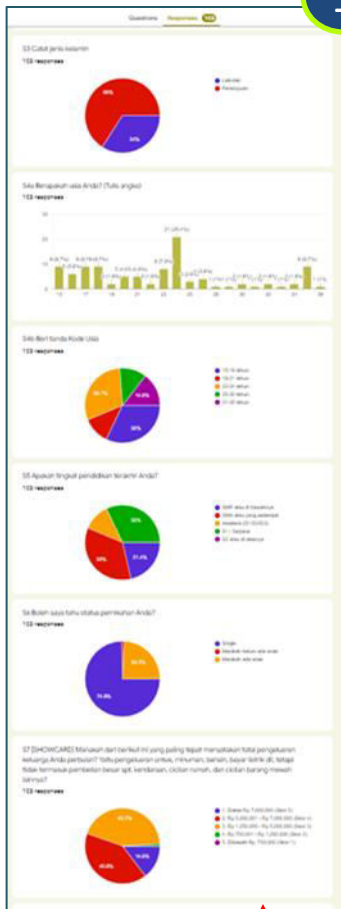


Splitter: Excel Add-In For Google Forms Survey Data Analytics Tutorial

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

Student version

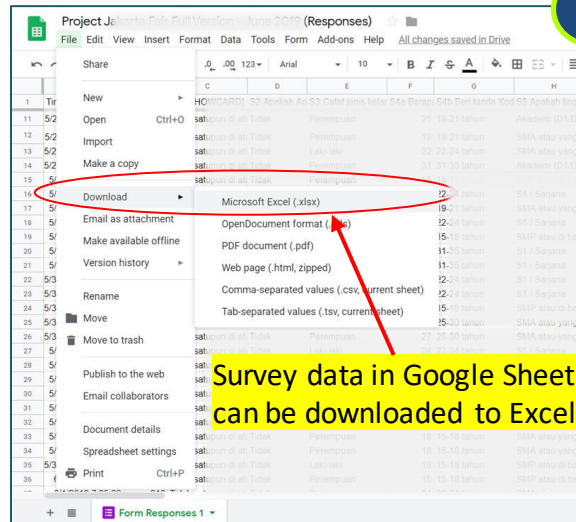
Google Forms Summary Result and Survey Raw Data



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.



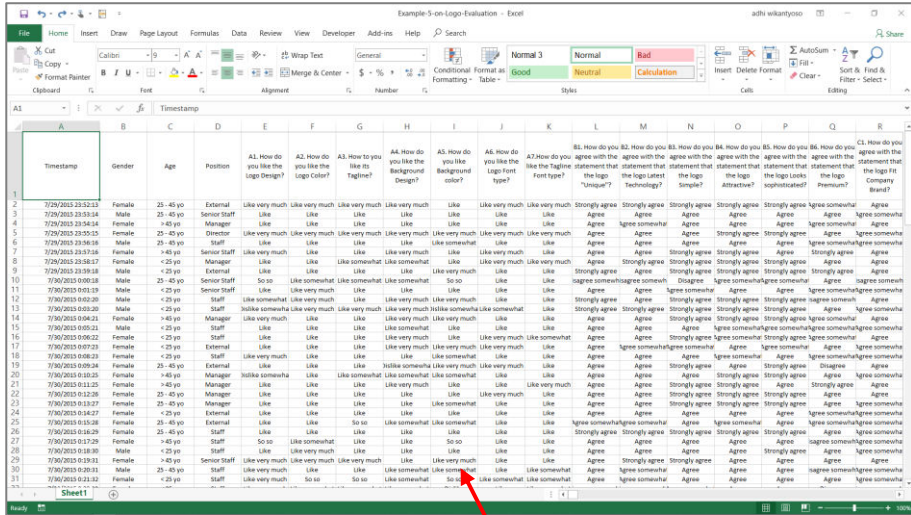
2 Raw data is available in Google Sheet. Column represents question while row respondent. For each cell contains answer for certain question for a particular respondent. The one cell format applies regardless of question type: single answer, multiple answer, or open end. Pivot table use for Google Forms 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.

Example-1-on-Smartphone-Games - Excel

adhi wikantyo

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

Splitter Student

Menu Commands

Data starts at A1

Splitter Student Add-Ins menu

GOOGLE FORMS SURVEY DATA DOWNLOADED AS EXCEL

Top row contains questions in the questionnaire

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	Time stamp	Gender	Age Group	Q1. What smartphone games you are aware of?	Q2. How long have you been playing game on smartphone?	Q3. How often you play game?	Q4. Which games do you play?	Q5 Which game do you play most often?	Q6 Which games have you bought coins/items?	Q7 How much per transaction on coverage?	Q8 Do you have plan to buy game / credit/ item/coins?	Q9 How much would you pay for that? In \$	Q10 How much would you pay for that?	Q11. Why do you not plan to buy game/credit/items?
1														
2	7/29/2015 22:47:31	Female	1 - 17 yo	Let's Get Rich,HayDay,CandyCrush, Cookie Run,Pokopang										
3	7/29/2015 22:48:32	Male	1 - 17 yo	Let's Get Rich,CandyCrush, Cookie Run,Pokopang,PokoPoko										
4	7/29/2015 22:49:32	Male	1 - 24 yo	Let's Get Rich, Cookie Run	6 months - 1 year	3-4 times a day	Let's Get Rich	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	\$1.5 - \$3	Yes	15	\$10 - \$30	Used to like to
5	7/29/2015 22:50:33	Male	1 - 17 yo	Clash Of Clans,Minecraft,CandyCrush,Card,PokoPoko,Let's	> 1 year	> 3-4 times a day	Clash Of Clans,Let's Get Rich	Clash Of Clans,Let's Get Rich	Clash Of Clans,Let's Get Rich	\$10 - \$30	No			Used to like to
6	7/29/2015 22:51:34	Male	1 - 24 yo	Clash Of Clans,Bubble 2,Card, Cookie Run,Dozer,Disney Tsum	> 1 year	> 3-4 times a day	Clash Of Clans,Let's Get Rich	Clash Of Clans,Let's Get Rich	Clash Of Clans,Let's Get Rich	\$1.5 - \$3	Yes	5	\$2 - \$5	
7	7/29/2015 22:52:34	Male	1 - 24 yo	Clash Of Clans, Cookie Run,Dozer,Disney Tsum Tsum,Poko	6 months - 1 year	> 3-4 times a day	CandyCrush,Let's Get Rich,Pokopang	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	\$10 - \$30	Yes	15	\$10 - \$30	
8	7/29/2015 22:53:35	Male	1 - 17 yo	Let's Get Rich,Disney Tsum Tsum	6 months - 1 year	3-4 times a day	Let's Get Rich,Pokopang	Pokopang Pokopang	Pokopang Pokopang	\$1 - \$1.5	No			Only in spare t
9	7/29/2015 22:54:36	Male	1 - 24 yo	Pokopang,Pop	6 months - 1 year	3-4 times a day	CandyCrush,Let's Get Rich	CandyCrush,Let's Get Rich	CandyCrush,Let's Get Rich	\$1.5 - \$3	No			Don't like to pla
10	7/29/2015 22:55:36	Male	1 - 24 yo	CandyCrush,HayDay,Play	> 1 year	once a week	Cookie Run,Let's Get Rich,Pokopang	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	\$3 - \$5	Yes	2	\$2 - \$5	
11	7/29/2015 22:56:37	Male	1 - 24 yo	Let's Get Rich,Clash Of Clans,Ragnarok Valkyire,Minecraft,C	< 3 months ago	3-4 times a week	HayDay,CandyCrush,Let's Get Rich	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	\$1 - \$1.5	Yes	0.5	< \$1	
12	7/29/2015 22:57:38	Female	1 - 17 yo	all League	6 months - 1 year	3-4 times a week	Let's Get Rich,Play,Pop	Play Play	Play Play	\$0.5 - \$1	Yes	0.5	< \$1	
13	7/29/2015 22:58:38	Female	1 - 17 yo		> 1 year	> 3-4 times a day	Let's Get Rich,Poker	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	\$10 - \$30	Yes	20	\$10 - \$30	
14	7/29/2015 22:59:39	Male	13 - 1		> 1 year	> 3-4 times a day	HayDay,CandyCrush, Cookie Run,Play,Pok	Play Play	Play Play	\$1 - \$1.5	No			Too much spe
15	7/29/2015 23:00:40	Female	18 - 24 yo		> 1 year	> 3-4 times a day	Let's Get Rich	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	> \$50	Yes	100	> \$50	
16	7/29/2015 23:01:40	Female	25 - 30 yo		< 3 months ago	3-4 times a week	Let's Get Rich,Pokopang	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	\$3 - \$5	Yes	1.5	\$1 - \$2	
17	7/29/2015 23:02:41	Male	18 - 24 yo		6 months - 1 year	once a week	HayDay,CandyCrush,Let's Get Rich,Pokopang	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	\$1 - \$1.5	Yes	4	\$2 - \$5	
18	7/29/2015 23:03:42	Male	13 -		> 1 year	> 3-4 times a day	Card,Let's Get Rich	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	> \$50	Yes	75	> \$50	
19	7/29/2015 23:04:42	Female	25 -		> 1 year	> 3-4 times a day	Cookie Run,Let's Get Rich,Rangers	Rangers Rangers	Rangers Rangers	\$5 - \$10	No			We have exam
20	7/29/2015 23:05:43	Male	18 - 24 yo	Rangers,Asphalt 8: Airborne,Stage,Wind Runner	> 1 year	3-4 times a day	Asphalt 8: Airborne,Let's Get Rich	Let's Get Rich,Airborne,Let's	Let's Get Rich,Airborne,Let's	\$5 - \$10	No			Too busy at sc
21	7/29/2015 23:06:43	Female	18 - 24 yo	Asphalt 8: Airborne,Rangers,Stage,Wind Runner	> 1 year	once a week	Let's Get Rich,Pokopang	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	\$1.5 - \$3	No			Too busy at sc
22	7/29/2015 23:07:44	Female	18 - 24 yo	Let's Get Rich,PokoPoko	> 1 year	3-4 times a day	Let's Get Rich	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	\$5 - \$10	Yes	8	\$5 - \$10	
23	7/29/2015 23:08:45	Male	18 - 24 yo	Let's Get Rich,Play,Pokopang,Pop,Rangers	> 1 year	3-4 times a day	Let's Get Rich,Pokopang,Rangers	Rangers Rangers	Rangers Rangers	> \$50	No			If there's a new
24	7/29/2015 23:09:45	Male	13 - 17 yo	Rangers,Bubble 2, Football League Manager,Let's Get Rich,W	> 1 year	3-4 times a day	Clash Of Clans,CandyCrush,Let's Get Rich,Clash Of Clans,Let's	Clash Of Clans,CandyCrush	Clash Of Clans,CandyCrush	> \$50	Yes	60	> \$50	
25	7/29/2015 23:10:46	Male	13 - 17 yo	Clash Of Clans,CandyCrush,Card,Hidden Catch,Pokopang,P	> 1 year	3-4 times a day	Clash Of Clans,CandyCrush	Clash Of Clans,CandyCrush	Clash Of Clans,CandyCrush	> \$50	No			Bored,Too bus
26	7/29/2015 23:11:47	Male	13 - 17 yo	Clash Of Clans	> 1 year	3-4 times a day	Disney Tsum Tsum,Dream Garden,Let's G	HayDay HayDay	HayDay HayDay	\$1.5 - \$3	No			Used to like to
27	7/29/2015 23:12:47	Male	13 - 17 yo	HayDay,Disney	> 1 year	3-4 times a day	Bubble 2,Let's Get Rich,Pokopang	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	\$5 - \$10	No			Prefer saving r
28	7/29/2015 23:13:48	Female	13 - 17 yo	Let's Get Rich,Di	> 1 year	3-4 times a day	Disney Tsum Tsum, Football League Manag,et's Get Ric	et's Get Ric,et's Get Ric	et's Get Ric,et's Get Ric	\$1.5 - \$3	Yes	1.9	\$1 - \$2	
29	7/29/2015 23:14:49	Female	18 - 24 yo	Let's Get Rich,Di	> 1 year	3-4 times a day	Bubble 2,Let's Get Rich,Pokopang	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	\$5 - \$10	No			I have somethi
30	7/29/2015 23:15:49	Male	13 - 17 yo	Let's Get Rich,Bubble 2,Disney Tsum Tsum,PokoPoko,Pop,T	> 1 year	3-4 times a day	Football League Manager,Let's Get Rich	Let's Get Rich,Let's Get Rich	Let's Get Rich,Let's Get Rich	\$5 - \$10	No			
31	7/29/2015 23:16:50	Female	18 - 24 yo	Bubble 2,Pop,Pop 2,Stage,Trio,Wind Runner	> 1 year	3-4 times a day	Bubble 2,Disney Tsum Tsum,Let's Get Ric	Bubble 2 Bubble 2	Bubble 2 Bubble 2	\$10 - \$30	Yes	9	\$5 - \$10	
32	7/29/2015 23:17:51	Male	13 - 17 yo	Let's Get Rich,Puzzle Bobble,Rangers,Stage	> 1 year	3-4 times a day	Dozer,Disney Tsum Tsum,Let's Get Rich	Let's Get Ric,Let's Get Ric	Let's Get Ric,Let's Get Ric	\$10 - \$30	Yes	25	\$10 - \$30	

Sheet1

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.

The screenshot shows the Microsoft Excel interface with the 'Splitter Student' window open. The window has a menu bar with 'File', 'Home', 'Insert', 'Draw', 'Page Layout', 'Formulas', 'Data', 'Review', 'View', 'Developer', 'Add-ins', and 'Help'. The 'Splitter Student' window is divided into two main sections: 'Menu Commands' and 'Analytics Window'. The 'Menu Commands' section includes 'Across', 'Filter', 'Search', 'Output', and 'Set Up'. The 'Analytics Window' section contains a list of questions in a questionnaire format, with checkboxes next to each question. The questions are: 'Time stamp', 'Gender', 'Age Group', 'Q1. What smartphone games you are aware of?', 'Q2. How long have you been playing game on smartphone?', 'Q3. How often you play game?', 'Q4. Which games do you play?', 'Q5. Which game do you play most often?', 'Q6. Which games have you bought coins/items/credits?', 'Q7. How much per transaction on average?', 'Q8. Do you have plan to buy game / credit/ item/coins?', 'Q9. How much would you pay for that? In \$', 'Q10. How much would you pay for that?', and 'Q11. Why do you not plan to buy game/credit/items?'. Below the list of questions are four buttons: 'RUN', 'CLEAR', 'CLEAR ALL', and 'EXIT'. The 'Analytics Window' is also labeled 'Analytics Tabs'.

For first time running a survey data set, we will be moved to another sheet "NewSheet"

The sheet that contains survey data will be renamed to "Form Response 1"

Set Up – Automatic Coding Result

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

Example-1-on-Smartphone-Games - Excel

adhi wikantyo

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

Menu Commands

A1

Splitter Student v2.4 maxiresearch.com

Question: Q1. What smartphone games you are aware of?

Across: ☒ Label ☐ Cell ☐ Not coded/Numeric

Filter: ☐ Coded Text ☒ Switch Coding Method

Search: 1 Let's Get Rich, 2 HayDay, 3 CandyCrush, 4 Cookie Run, 5 Pokopang, 6 PokoPoko, 7 Rangers, 8 Clash Of Clans, 9 Minecraft, 10 Card, 11 Bubble 2, 12 Dozer

Output: Up, Down, Clear, Uninstall

Set Up

Now in Set Up tab

Automatic coding result for answers for this question :
1=Lets Get Rich, 2=HayDay, 3 = CandyCrush and so on

Selected label up, Selected label down, Clear Selection

*Coding = Assigning number to text data so that it can create tables

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

The screenshot shows the 'maxiresearch.com' software interface. A dialog box titled 'Splitter Student v2.4' is open, with the 'Question' tab selected. The 'Question' tab contains a list of questions, with 'Q1. What smartphone games you are aware of?' selected. The background shows an Excel spreadsheet with a summary table for 'Q1. What smartphone games you are aware of?'. The table has two columns: 'Resp' and 'Total'. The data is as follows:

Resp	Total
Let's Get Rich	68.8%
HayDay	9.1%
CandyCrush	20.8%
Cookie Run	19.5%
Pokopang	40.3%
PokoPoko	23.4%
Rangers	26.0%
Clash Of Clans	18.2%
Minecraft	6.5%
Card	7.8%
Bubble 2	11.7%
Dozer	15.6%
Disney Tsum Tsum	16.9%
Dream Garden	11.7%
Football League Man	9.1%
Hidden Catch	7.8%
I Love Coffee	10.4%
Jelly	6.5%
Play	19.5%
Pop	15.6%
Pop 2	14.3%
Puzzle Bobble	20.8%
Stage	11.7%
Trio	11.7%
Wind Runner	20.8%
Ragnarok Valkyire	5.2%
Asphalt 8: Airborne	5.2%
Poker	1.3%
Summerwars	1.3%

Cross-tabulations

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

Example-1-on-Smartphone-Games - Excel

adhi wikantyo

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

Q3

Q1. What smartphone games you are aware of?

Now in Across tab

Splitter Student v2.4 maxiresearch.com

Question

Across

Filter

Search

Output

Set Up

APPLY CLEAR

Q1. What smartphone games you are aware of?

	Total	Gender		Age Group			
		Male	Female	13 - 17 yo	18 - 24 yo	25 - 30 yo	31 - 35 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 Man	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%	

NewSheet Form Response 1

Ready

Filter

- When we want respondents with certain criteria only.

Example-1-on-Smartphone-Games - Excel

adhi wikantoso

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

Filter: Q2. How long have you been playing game on smartphone? = > 1 year

Now in Filter tab

Filter1

Question: Q2. How long have you been playing game on smartphone?

Across:

- ☐ < 3 months ago
- ☐ 6 months - 1 year
- ☒ > 1 year

Filter

Search

Output

Set Up

OK to QUESTION CLEAR ALL FILTERS ADD FILTER

	Total	Gender		Age Group		
		Male	Female	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	60	33	27	27	16	17
Let's Get Rich	71.7%	72.7%	70.4%	74.1%	68.8%	70.6%
HayDay	8.3%	6.1%	11.1%	14.8%	6.3%	0.0%
CandyCrush	15.0%	9.1%	22.2%	14.8%	12.5%	17.6%
Cookie Run	20.0%	24.2%	14.8%	18.5%	31.3%	11.8%
Pokopang	46.7%	42.4%	51.9%	44.4%	37.5%	58.8%
PokoPoko	23.3%	21.2%	25.9%	25.9%	25.0%	17.6%
Rangers	31.7%	27.3%	37.0%	33.3%	25.0%	35.3%
Clash Of Clans	20.0%	24.2%	14.8%	14.8%	25.0%	23.5%
Minecraft	5.0%	9.1%	0.0%	3.7%	6.3%	5.9%
Card	8.3%	12.1%	3.7%	11.1%	12.5%	0.0%
Bubble 2	15.0%	15.2%	14.8%	11.1%	25.0%	11.8%
Dozer	16.7%	18.2%	14.8%	7.4%	25.0%	23.5%
Disney Tsum Tsum	18.3%	21.2%	14.8%	22.2%	12.5%	17.6%
Dream Garden	13.3%	15.2%	11.1%	18.5%	12.5%	5.9%
Football League Man	8.3%	12.1%	3.7%	11.1%	12.5%	0.0%
Hidden Catch	6.7%	9.1%	3.7%	7.4%	12.5%	0.0%
I Love Coffee	11.7%	18.2%	3.7%	14.8%	18.8%	0.0%
Jelly	8.3%	9.1%	7.4%	3.7%	25.0%	0.0%
Play	18.3%	21.2%	14.8%	14.8%	31.3%	11.8%
Pop	11.7%	9.1%	14.8%	7.4%	25.0%	5.9%
Pop 2	11.7%	9.1%	14.8%	11.1%	12.5%	11.8%
Puzzle Bobble	23.3%	30.3%	14.8%	33.3%	18.8%	11.8%
Stage	15.0%	15.2%	14.8%	7.4%	31.3%	11.8%
Trio	15.0%	15.2%	14.8%	25.9%	12.5%	0.0%
Wind Runner	23.3%	24.2%	22.2%	14.8%	43.8%	17.6%
Ragnarok Valkyire	6.7%	6.1%	7.4%	3.7%	12.5%	5.9%
Asphalt 8: Airborne	5.0%	6.1%	3.7%	3.7%	12.5%	0.0%
Poker	1.7%	3.0%	0.0%	3.7%	0.0%	0.0%

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

Splitter Student v2.4 maxiresearch.com

Question

- ☐ Time stamp
- ☐ Gender
- ☐ Age Group
- ☐ Q1. What smartphone games you are aware of?
- ☐ Q2. How long have you been playing game on smartphone?
- ☐ Q3. How often you play game?
- ☐ Q4. Which games do you play?
- ☐ Q5 Which game do you play most often?
- ☐ Q6 Which games have you bought coins/items/credits?
- ☐ Q7 How much per transaction on average?
- ☐ Q8 Do you have plan to buy game / credit/ item/coins?
- ☐ Q9 How much would you pay for that? In \$
- ☐ Q10 How much would you pay for that?
- ☐ Q11. Why do you not plan to buy game/credit/items?

Across

Filter

Search

Output

Set Up

RUN **CLEAR** **CLEAR ALL** **EXIT**

- 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

Example-1-on-Smartphone-Games - Excel

adhi wikantyo

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

Time stamp

Question

Label coding

Result from Label coding

Format answer Multiple data in a cell

We are in survey data sheet

“Label” coding will separate whole cell content into its individual data using comma sign (“,”) as separator and list down all unique individual data that make up all answers.

Time stamp	Gender	Age Group	Q1. What smartphone games you are aware of?
7/29/2015 22:47:31	Female	13 - 17 yo	Let's Get Rich,HayDay,CandyCrush,Cookie Run,Pokopang
7/29/2015 22:48:32	Male	13 - 17 yo	Let's Get Rich,CandyCrush,Cookie Run,Pokopang,PokoPoko
7/29/2015 22:49:32	Male	18 - 24 yo	Let's Get Rich,Cookie Run
7/29/2015 22:50:33	Male	13 - 17 yo	Clash Of Clans,Minecraft,CandyCrush,Card,PokoPoko,Let's
7/29/2015 22:51:34	Male	18 - 24 yo	Clash Of Clans,Bubble 2,Card,Cookie Run,Dozer,Disney Tsum
7/29/2015 22:52:34	Male	18 - 24 yo	Clash Of Clans,Card,Cookie Run,Dozer,Disney Tsum,Poko
7/29/2015 22:53:35	Male	13 - 17 yo	Pokopang,Pop
7/29/2015 22:54:36	Male	18 - 24 yo	CandyCrush,Let's Get Rich
7/29/2015 22:55:36	Male	18 - 24 yo	CandyCrush,Let's Get Rich
7/29/2015 22:56:37	Male	18 - 24 yo	Let's Get Rich,Clash Of Clans,Ragnarok Valkyire,Minecraft,C
7/29/2015 22:57:38	Female	13 - 17 yo	CandyCrush,Asphalt 8: Airborne
7/29/2015 22:58:38	Female	25 - 30 yo	Play,Cookie Run,Dozer,Disney Tsum Tsum,Football League
7/29/2015 22:59:39	Male	13 - 17 yo	Let's Get Rich,I Love Coffee,Play,Pokopang
7/29/2015 23:00:40	Female	18 - 24 yo	Play,HayDay,CandyCrush,Let's Get Rich,Pop
7/29/2015 23:01:40	Female	25 - 30 yo	Let's Get Rich,Cookie Run,Pokopang
7/29/2015 23:02:41	Male	18 - 24 yo	Let's Get Rich,HayDay,CandyCrush
7/29/2015 23:03:42	Male	13 - 17 yo	CandyCrush,Clash Of Clans,PokoPoko,Pop
7/29/2015 23:04:42	Female	25 - 30 yo	Let's Get Rich,Play,Pokopang
7/29/2015 23:05:43	Male	18 - 24 yo	Rangers,Asphalt 8: Airborne,Stage,Wind Runner
7/29/2015 23:06:43	Female	18 - 24 yo	Asphalt 8: Airborne,Rangers,Stage,Wind Runner
7/29/2015 23:07:44	Female	18 - 24 yo	Let's Get Rich,PokoPoko
7/29/2015 23:08:45	Male	18 - 24 yo	Let's Get Rich,Play,Pokopang,Pop,Rangers
7/29/2015 23:09:45	Male	13 - 17 yo	Rangers,Bubble 2,Football League Manager,Let's Get Rich,W
7/29/2015 23:10:46	Male	13 - 17 yo	Clash Of Clans,CandyCrush,Card,Hidden Catch,Pokopang,P
7/29/2015 23:11:47	Male	13 - 17 yo	Clash Of Clans,HayDay,Card,Cookie Run,Let's Get Rich,Pok
7/29/2015 23:12:47	Male	13 - 17 yo	HayDay,Disney Tsum Tsum,Dream Garden,Pokopang,Poko
7/29/2015 23:13:48	Female	13 - 17 yo	Let's Get Rich,Disney Tsum Tsum,Dream Garden,Jelly,Rang
7/29/2015 23:14:49	Female	18 - 24 yo	Let's Get Rich,Dozer,Dream Garden,Rangers,Stage,Wind Ru
7/29/2015 23:15:49	Male	13 - 17 yo	Let's Get Rich,Bubble 2,Disney Tsum Tsum,PokoPoko,Pop,T
7/29/2015 23:16:50			Wind Runner
7/29/2015 23:17:51			ingers,Stage
7/29/2015 23:18:51	Female	18 - 24 yo	CandyCrush,Dream Garden,Football League Manager,Pop,W
7/29/2015 23:19:52	Female	13 - 17 yo	Play,PokoPoko,Pop 2,Puzzle Bobble,Rangers
7/29/2015 23:20:53	Female	18 - 24 yo	Let's Get Rich,Bubble 2,Cookie Run,PokoPoko,Puzzle Bobbl
7/29/2015 23:21:53	Female	25 - 30 yo	Pokopang,Cookie Run,Disney Tsum Tsum,Puzzle Bobble,W
7/29/2015 23:22:54	Male	13 - 17 yo	Let's Get Rich,Dream Garden,Football League Manager,Puzz

Previous Clear Next

Q1. What smartphone games you are aware of?

Across

Filter

Search

Output

Set Up

Coded Text Label Switch Coding Method Cell Not coded/Numeric

1 Let's Get Rich

2 HayDay

3 CandyCrush

4 Cookie Run

5 Pokopang

6 PokoPoko

7 Rangers

8 Clash Of Clans

9 Minecraft

10 Card

11 Bubble 2

12 Dozer

Up

- “Cell” coding

Question

Cell coding

Result from Cell coding

Format answer Multiple data in a cell

Cell coding will capture whole cell content and list down all unique whole cell content that make up all answers.

The default is "Label" coding. The result between the two types will be the same if there is no multiple data in a cell

Set Up Tab (3)

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

Question

Q1. What smartphone games you are aware of?

Across

Coded Text

1 Let's Get Rich

2 HayDay

3 CandyCrush

4 Cookie Run

5 Pokopang

6 PokoPoko

7 Rangers

8 Clash Of Clans

9 Minecraft

10 Card

11 Bubble 2

12 Dozer

Automatic coding result for this question :
1= Let's Get Rich,
2= HayDay
3= CandyCrush etc

Up

Down

Clear

Selected label up

Selected label down

Clear Selection

Code number is used to calculate average and standard deviation

Resp	Total	Gender		Age Group			
		Male	Female	13 - 17 yo	18 - 24 yo	25 - 30 yo	31 - 35 yo
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 Mani	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.

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.

The screenshot shows the Excel interface with the 'Question Tab' active. A dialog box titled 'Splitter Student v2.4 maxiresearch.com' is open, displaying a list of questions. The question 'Q5 Which game do you play most often?' is selected. The 'RUN' button is highlighted. A yellow box with the text 'Now in Question tab' points to the 'Question' tab in the dialog. Another yellow box with the text 'Select question(s)' points to the selected question. A third yellow box with the text 'Click Run to create table(s)' points to the 'RUN' button. In the background, a summary table for question Q5 is visible, showing the total number of responses (77) and the percentage of respondents for each game.

Q5 Which game do you play most often?	
Total	77
Resp	
Let's Get Rich	67.5%
Clash Of Clans	10.4%
Pokopang	3.9%
CandyCrush	2.6%
Play	3.9%
Rangers	2.6%
HayDay	1.3%
Bubble 2	1.3%
Poker	1.3%
Cookie Run	1.3%
Summerwars	1.3%
CSR Racing Series	1.3%
Ragnarok Valkyire	1.3%
Total	100.0%

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.

Example-1-on-Smartphone-Games - Excel

adhi wikantyo

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Q3 Which game do you play most often?

Selecting question(s) in Question tab and question(s) in Across tab will create cross-tabulation

Showing the table with question on Age and Gender selected Across tab

Table for each segment

Now in Across tab

Splitter Student v2.4 maxiresearch.com

Question

Across

Filter

Search

Output

Set Up

Time stamp

☒ Gender

☒ Age Group

Q1. What smartphone games you are aware of?

Q2. How long have you been playing game on smartphone?

Q3. How often you play game?

Q4. Which games do you play?

Q5 Which game do you play most often?

Q6 Which games have you bought coins/items/credits?

Q7 How much per transaction on average?

Q8 Do you have plan to buy game / credit/ item/coins?

Q9 How much would you pay for that? In \$

Q10 How much would you pay for that?

Q11. Why do you not plan to buy game/credit/items?

APPLY

CLEAR

Click to confirm selection back to Question tab. .

To clear checked questions

Q5 Which game do you play most often?

	Total	Gender		Age Group			
		Male	Female	13 - 17 yo	18 - 24 yo	25 - 30 yo	31 - 35 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%	

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 Tab

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

Drop down menu to select filter question

The top of tables shows filter used.

Table for each segment after filter

Filter: Q2. How long have you been playing game on smartphone? = > 1 year

Q5 Which game do you play most often?

	Total	Gender Male	Female	Age Group 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%

Now in Filter tab

In the question, check which option answers you will use for filter. If more than 1 is checked, that means "OR". Here to create table for respondents who have been playing game on smartphone > 1 year

Click to confirm filter selection, go back to Question tab

Clear All Filters

You can add up to 10 filter question to use. The relations between filter is "AND".

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.

The search example here wants to find respondents ID and what games they played most often with criteria of respondents aged 11-17 years old

Now in Search tab

Question

SHOW CLEAR

Across

Previous Q5 Which game do you play most often? Next

1	7/29/2015 10: ----	Let's Get Rich
2	7/29/2015 10: ----	Let's Get Rich
3	7/29/2015 10: ----	Let's Get Rich
4	7/29/2015 10: ----	Clash Of Clans
5	7/29/2015 10: ----	Clash Of Clans
6	7/29/2015 10: ----	Let's Get Rich
7	7/29/2015 10: ----	Let's Get Rich
8	7/29/2015 10: ----	Pokopang
9	7/29/2015 10: ----	CandyCrush
10	7/29/2015 10: ----	Let's Get Rich
11	7/29/2015 10: ----	Let's Get Rich
12	7/29/2015 10: ----	Play
13	7/29/2015 10: ----	Let's Get Rich

PRINT TO SHEET

Responses to question

Number

First column content in our case it is Timestamp (acts as respondent ID)

Print search result to sheet

Filter Question

Filter1

Age Group

☒ 13 - 17 yo

☐ 18 - 24 yo

☐ 25 - 30 yo

Option answers selected for filter

BACK TO VIEW PAGE

CLEAR ALL FILTERS

ADD FILTER

Back to view search result after filter

Add filter question, up to 10 filter level.

Clear all filters

Output Tab

Example-1-on-Smartphone-Games - Excel

adhi wikantoso

File Home Insert Draw Page Layout Formulas Data Review View

Filter: Q2. How long have you been playing game on s

For cases where missing data exist, choose whether to include the missing data as respondent base or just respondents with answers.

Show tables in Percentage or Count

To show the average (of code number).

Top 1, Top 2, Top 3 (of code number) percentage

Back to Question tab

Percentage Base

Std Dev

Difference Test

To show standard deviation (of code number)

Significant test on the average or proportion (Top 1, Top 2 or Top 3 of code number percentage)

Create data sheet in Code number format

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%

- 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:

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

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



APPENDIX



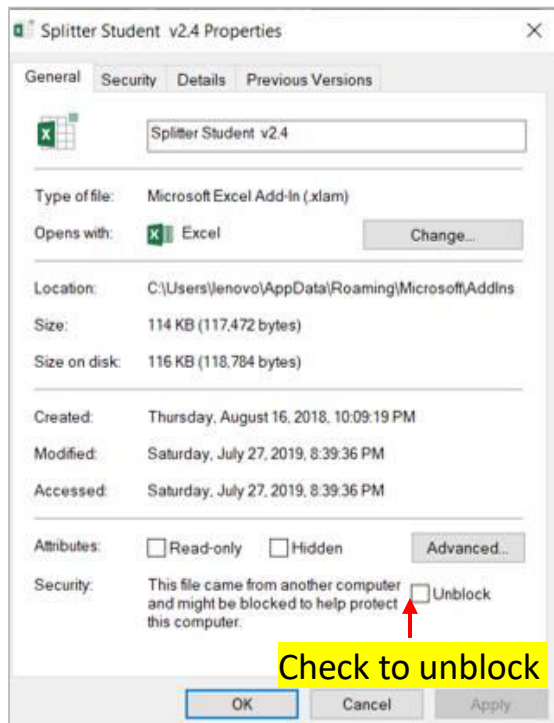
HOW TO INSTALL SPLITTER

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

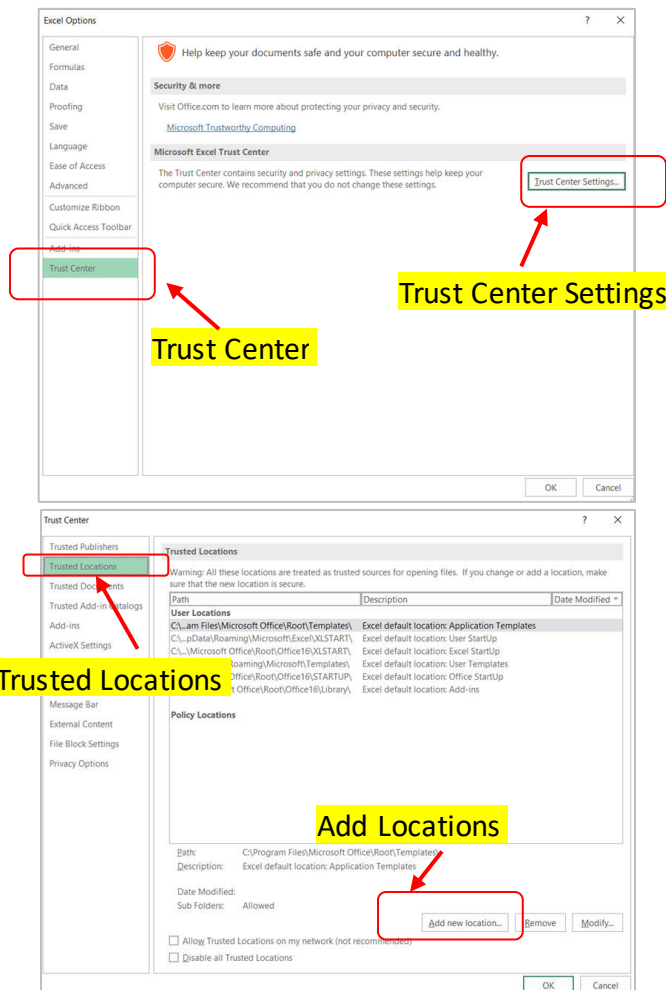
Right click on Splitter file, Go to Properties. Check to Unblock



Check to unblock

Option 2

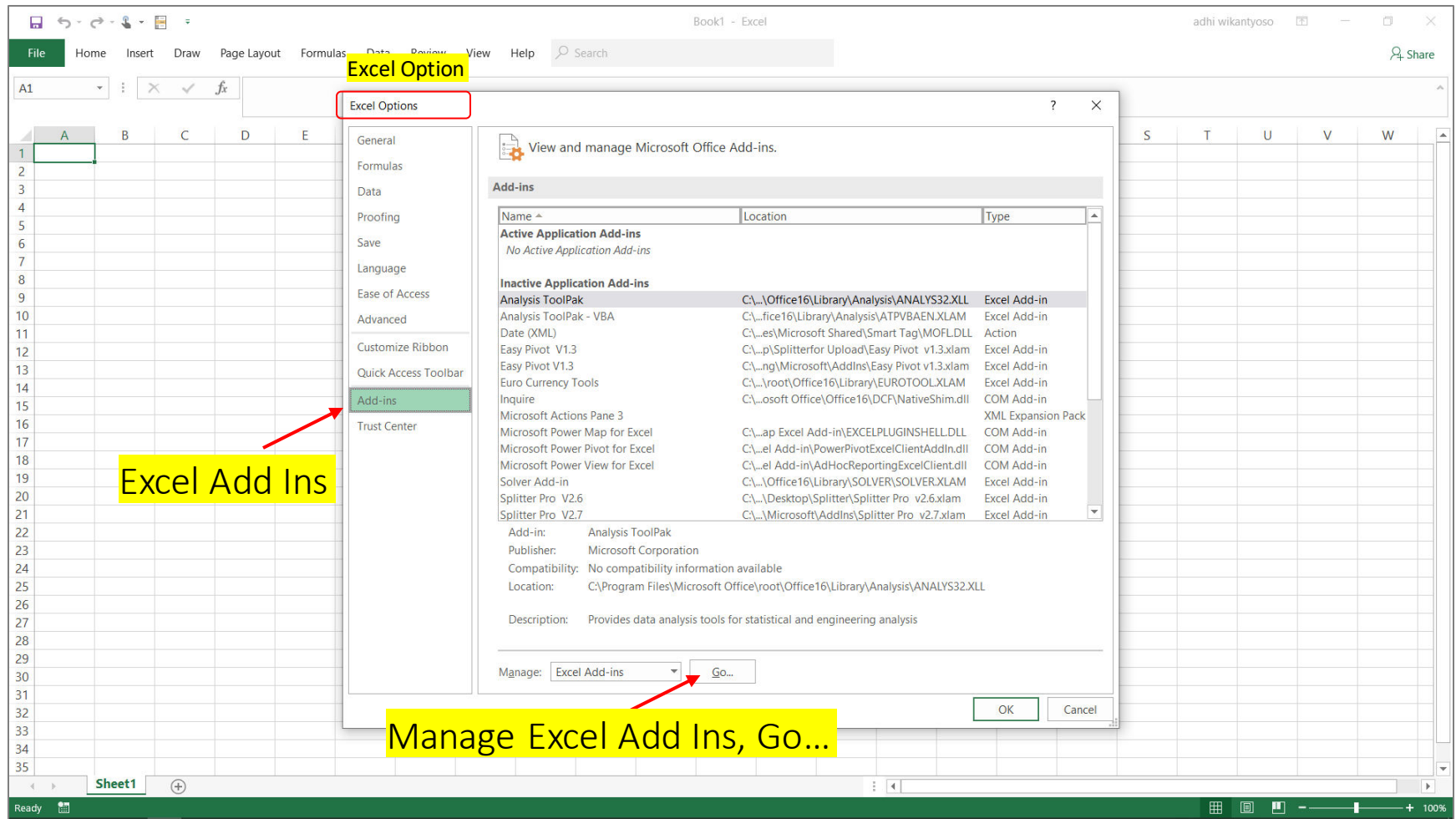
Add Splitter to Trusted Location Directory



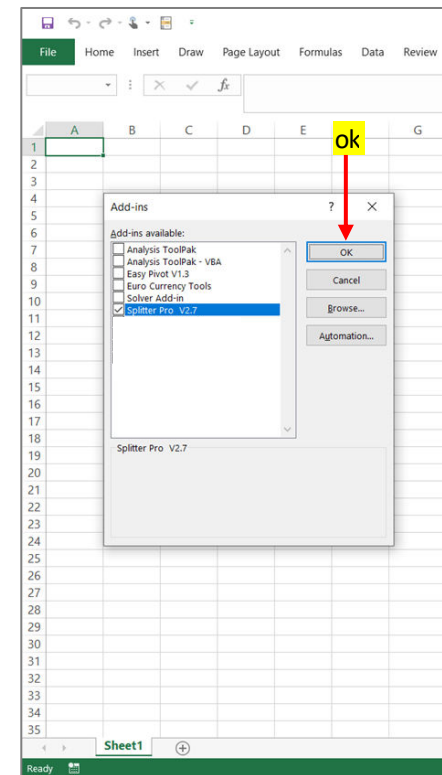
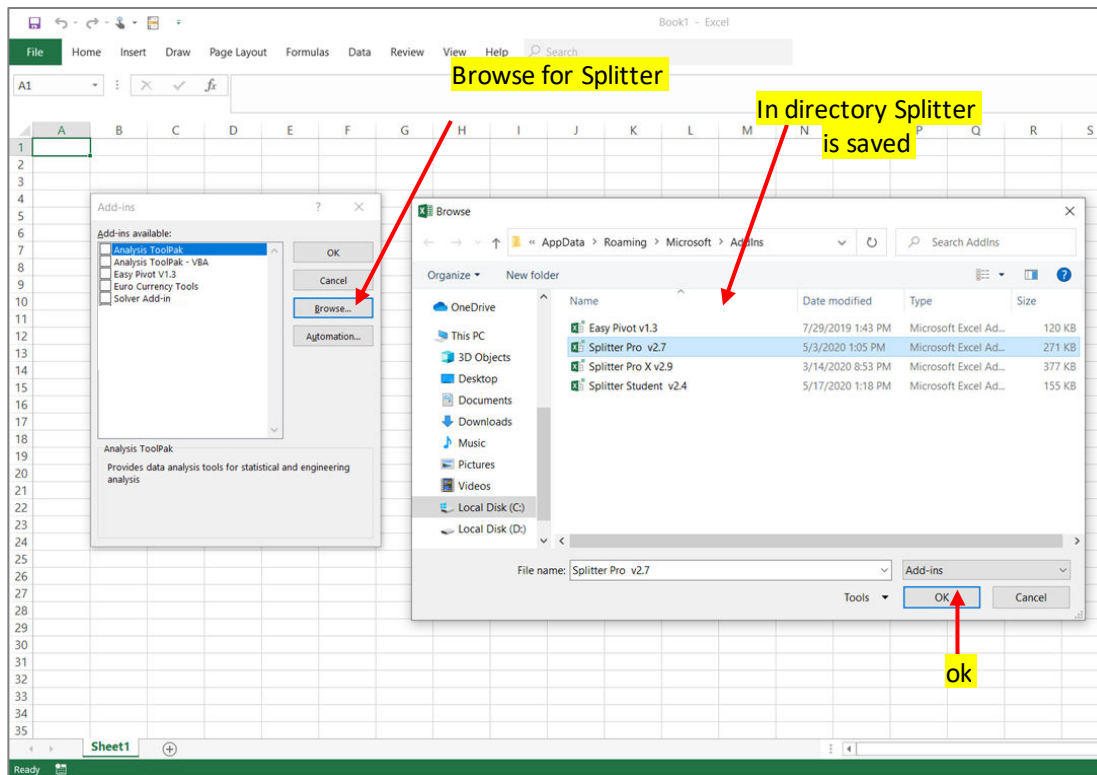
Go to Trust Center in Excel Options. In Trust Center Settings...

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

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

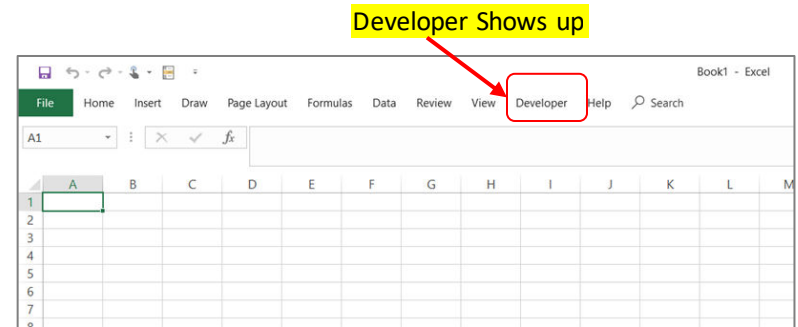
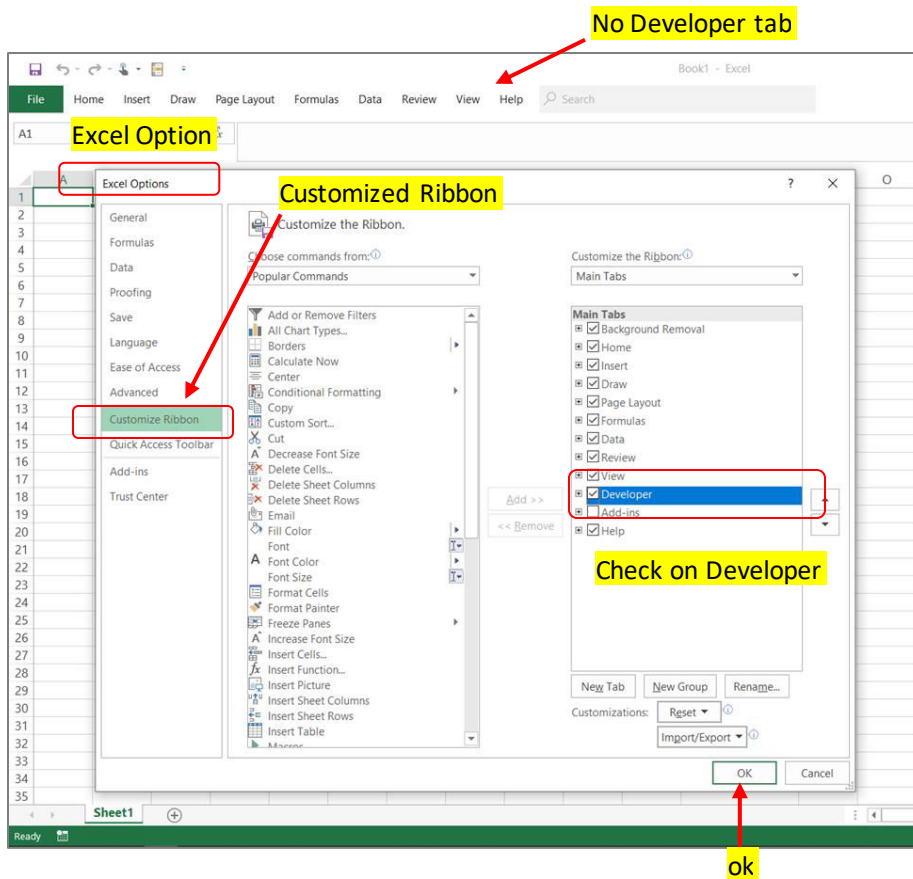


Browse for Splitter in Directory where it is Saved



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

Click Developer tab

Click Visual Basic

On Visual Basic

Hit play button

Highlight Splitter

Run Splitter

Splitter is installed

Add-In tab shows up

Visual Basic (Alt+F11)

Open the Visual Basic editor.

Project - SplitterProv27

VBAPProject (Book1)

Microsoft Excel Objects

Sheet1 (Sheet1)

ThisWorkbook

Properties

Alphabetic

Categorized

Macros

Macro Name:

add_Splitter_Pro

Run

Cancel

Step Into

Edit

Create

Delete

Macros In: SplitterProv27 (Splitter Pro v2.7.xlam)

Splitter Pro

Menu Commands

A1

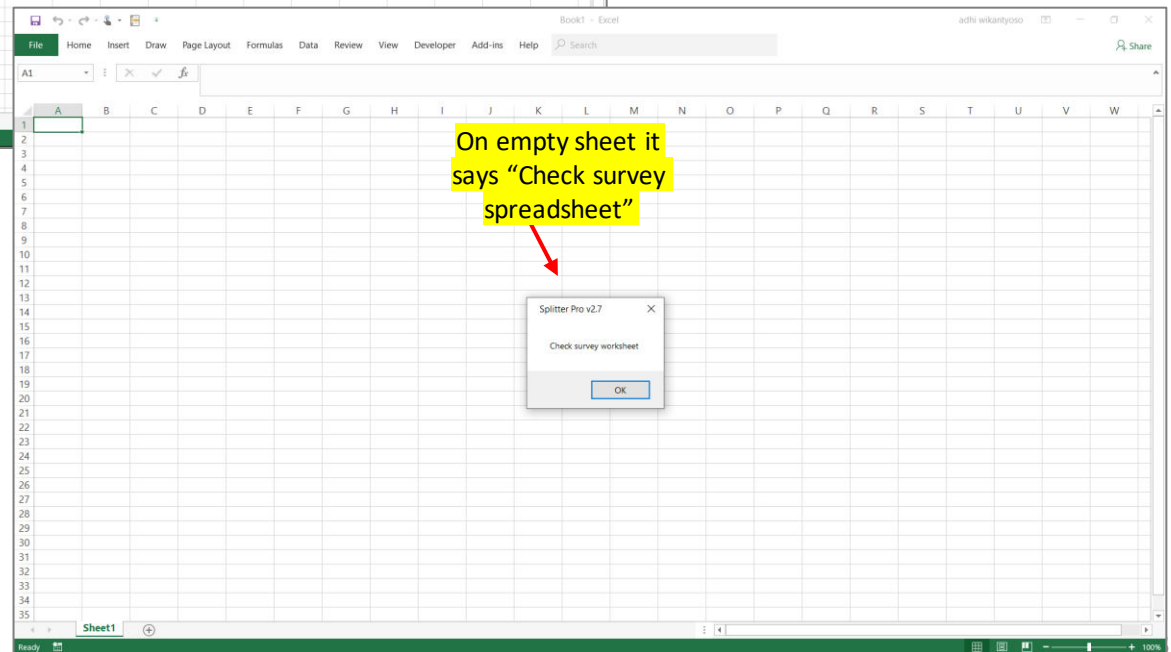
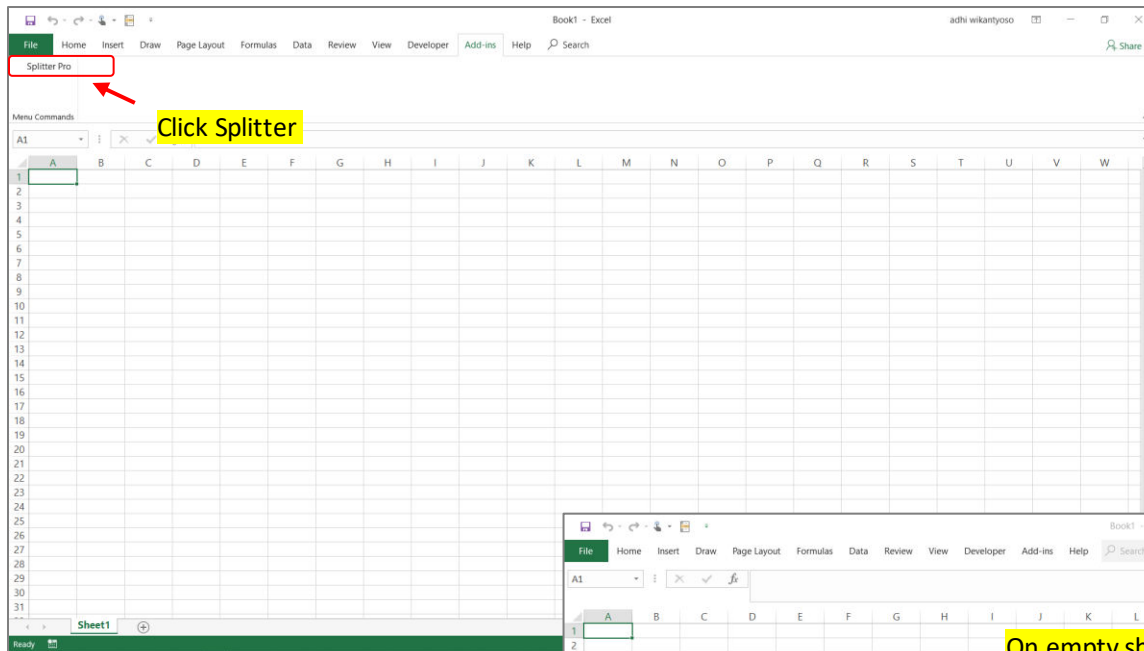
A B C D E F G H I J K L M

1 2 3 4 5



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

Example-8-on-New-Smartphone-App-X - Excel

adhi wikantyo

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

Splitter Pro

Click Splitter

This is the survey data format in Excel downloaded from Google Forms. Starts at cell A1, Questions to the right, Respondents downward.

	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
1																				
2	7/29/2015 14:10:56	32298458847	Non Buyers	Kuala Lumpur	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
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
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
5	7/29/2015 14:14:59	32162001338	Non Buyers	Kuala Lumpur	Brand B	Android	Yes	Browsing,Social Media,	No								Very Interest		25	21 <= x <= 30
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
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
8	7/29/2015 14:18:01	32299245840	Non Buyers	Jakarta	Brand B	Feature phor	Yes	Video streaming	No								Interested		35	31 <= x <= 40
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
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
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
12	7/29/2015 14:25:06	32298380500	Non Buyers	Manila	Brand B	Android	Yes	Social Media	No								Very Interest		30	21 <= x <= 30
13	7/29/2015 14:26:06	32298458847	Non Buyers	Kuala Lumpur	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
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
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
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
17	7/29/2015 14:34:11	32298073428	Buyers	Kuala Lumpur	Brand E	Android	Yes	Browsing,Social Media,	Yes	Good	Good	Good	Satisfied	Good	Good	Good	Very Interested		21	21 <= x <= 30
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
19	7/29/2015 14:36:13	32298761121	Buyers	Kuala Lumpur	Brand E	Blackberry	Yes	Browsing,Social Media	Yes	Good	Good	Good	Satisfied	Good	Good	Good	Interested		31	31 <= x <= 40
20	7/29/2015 14:37:13	32298922505	Non Buyers	Manila	Brand E	Android	Yes	Browsing,Social Media,	No								Very Interest		20	x <= 20
21	7/29/2015 14:38:14	32233565231	Non Buyers	Kuala Lumpur	Brand B	Blackberry	Yes	Browsing	No								Interested		50	41 <= x <= 50
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
23	7/29/2015 14:40:15	12843177206	Non Buyers	Bangkok	Brand B	Blackberry	Yes	Social Media	No								Very Interest		30	21 <= x <= 30
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
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
26	7/29/2015 14:43:17	32298025171	Buyers	Manila	Brand E	Android	Yes	Email	Yes	Good	Good	Good	Satisfied	So so	Good	Good	So so		37	31 <= x <= 40
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
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
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
30	7/29/2015 14:47:20	21280055864	Buyers	Kuala Lumpur	Brand B	Android	Yes	Browsing,Social Media,	Yes	Good	Good	Good	Satisfied	Good	Good	Good	Very Interested		27	21 <= x <= 30
31	7/29/2015 14:52:23	3229869459	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
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
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

Sheet1

Ready

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”

Example-8-on-New-Smartphone-App-X - Excel

adhi wikantyo

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

A1

If you haven't entered Activation Code

Trial Period for 7 Days

Click to Continue Trial

Click to validate code

Enter Activation Code here

We are now in "New Sheet"

The sheet that contains survey data is renamed "Form Response 1"

Splitter Pro v2.7 maxiresearch.com

Remaining Trial Period (Days) : 7

Continue Trial

Enter Key

Need internet connection to validate license key

New Sheet Form Response 1

Splitter Analytics Window Shows Up

The screenshot shows an Excel spreadsheet titled "Example-8-on-New-Smartphone-App-X - Excel" with the user "adhi wikantyo" and a "Share" button. The ribbon includes File, Home, Insert, Draw, Page Layout, Formulas, Data, Review, View, Developer, Add-ins, and Help. The formula bar shows "N3" and the active cell is N3. The spreadsheet grid shows columns A through W and rows 1 through 35. A yellow highlight is placed over the text "Splitter Analytics Window" in the center of the grid.

The "Splitter Pro v2.7" window is open, displaying a list of survey questions with checkboxes. The questions are:

- ☐ 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 smar
- ☐ Q11 May I know your age?

At the bottom of the window are four buttons: RUN (green), CLEAR (red), CLEAR ALL (yellow), and EXIT (blue).

The Excel status bar at the bottom shows "Ready", "New Sheet", "Form Response 1", and a zoom level of 100%.

Splitter is Ready for Analysis

Example-8-on-New-Smartphone-App-X - Excel

adhi wikantyo

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

N3 Category

Splitter Pro v2.7 maxiresearch.com

Question

Across

Grid

Filter

Numeric

Coding

Search

Output

Set Up

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 smar

Q11 May I know your age?

RUN CLEAR CLEAR ALL EXIT

Category

Q11 May I know your age? Please tick

Q12 Record Gender

	Total	x <= 20	21 <= x <= 31	31 <= x <= 41	41 <= x <= 51	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 <= 51	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 <= 51	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 <= 51	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%

New Sheet Form Response 1

Ready



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 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 Wikantyo.
- 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.wikantyo@maxiresearch.com



THANK YOU



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