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

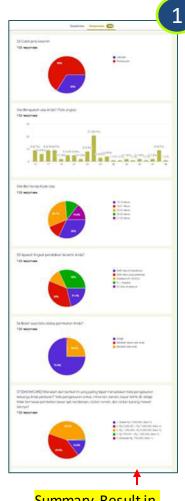
With Solution for Multiple Data in A Cell, Splitter Will Make your Excel powerful survey analytics tool

Student version

maxi

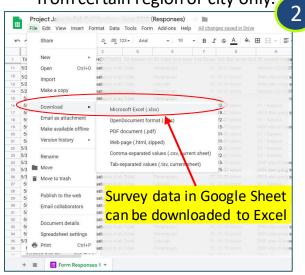
June 2020

## Google Forms Summary Result and Survey Raw Data



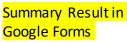
If you run a survey using Google Forms, summary result for each question will be available in real-time. Summary means aggregate result from all respondents participating so far. Usually it is presented in the form of chart (pie, column or bar) that can be copied. However data deep dive may be needed,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



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.





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

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7	7/30/2015 0:07:23	Female	< 23 yo	External	Like	Like	Like	Like very much	Uke very much	Uke very much	Like	Agree	Agree somewhat	Agree somewh	a Agree	Agree somewhat	Agree	Agree somewhat
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1	7/30/2015 0:19:31	Female	>45 90	Senior Staff		Like very much			Uke very much	Like	Like	Agree	Strongly agree			Agree	Agree	Agree
5	7/30/2015 0:20:31	Male	25-45 10	Staff	Like very much	Like				Like	Like somewhat		haree somewha	Agree	Arree			haree somewha
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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. <u>Download Tutorial</u>.
  - 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. <u>Download Tutorial</u>.



## Download Links

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

## 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.

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	15 22:48:32	Male		Let's Get Rich, Candy Grush, Gookie Ruh, Fokopang, FokoFoko						- \$5	No	_		Used to lik
	15 22:49:32	Male		Let's Get Rich,Cookie Run	6 months - 1 year	3-4 times a day		et's Get Ric			Yes	5	\$2 - \$5	
	15 22:50:33 15 22:51:34	Male		Clash Of Clans, Minecraft, CandyCrush, Card, PokoPoko, Let's			Clash Of Clans, Let's Get Rich	lash Of Clar			No	50	\$30 - \$50	Used to lik
	15 22:51:34 15 22:52:34	Male Male		Clash Of Clans, Bubble 2, Card, Cookie Run, Dozer, Disney Tsu Clash Of Clans, Cookie Run, Dozer, Disney Tsum Tsum, Pokoj	> 1 year > 1 year		Clash Of Clans, HayDay, CandyCrush, Bubb Clash Of Clans, Let's Get Rich	et's Get Ric			Yes	50	\$30 - \$50 \$2 - \$5	
	15 22:52:34	Male		Let's Get Rich,Disney Tsum Tsum	6 months - 1 year		CandyCrush.Let's Get Rich.Pokopang	et's Get Ric			Yes	5 15	\$2 - \$5	
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	15 22:54:30	Male		CandyCrush,HayDay,Play	6 months - 1 year		CandyCrush,Let's Get Rich	CandyCrush			No			Don't like t
	15 22:56:37	Male		Let's Get Rich, Clash Of Clans, Ragnarok Valkyire, Minecraft, C	> 1 year		Cookie Run, Let's Get Rich, Pokopang	.et's Get Ric			Yes	2	\$2 - \$5	Dontrincet
	15 22:57:38	Female	1		< 3 months ago		HayDay,CandyCrush,Let's Get Rich	et's Get Ric			Yes	0.5	< \$1	
	15 22:58:38	Fomalo	ln e	each row are answers for a all League	6 months - 1 year		Let's Get Rich, Play, Pop	Play	Play	\$0.5 - \$1	Yes	0.5	< \$1	
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7/29/201	15 23:00:40	Female	18 - 24 pa	rticular respondent. Each	> 1 year	> 3-4 times a day	HayDay,CandyCrush,Cookie Run,Play,Pok	Play	Play	\$1 - \$1.5	No			Too much
7/29/201	15 23:01:40	Female	25 - 30 y	olumn is answer to each	> 1 year	> 3-4 times a day	Let's Get Rich	.et's Get Ric	.et's Get Ric	> \$50	Yes	100	>\$50	
7/29/201	15 23:02:41	Male	18 - 24 y	olumn is answer to each	< 3 months ago	3-4 times a week	Let's Get Rich, Pokopang	.et's Get Ric	.et's Get Ric	\$3 - \$5	Yes	1.5	\$1 - \$2	
	15 23:03:42	Male	13- 000	estion in the questionnaire	6 months - 1 year		HayDay,CandyCrush,Let's Get Rich,Pokop				Yes	4	\$2 - \$5	
	15 23:04:42	Female			> 1 year		Card,Let's Get Rich	.et's Get Ric			Yes	75	>\$50	
	15 23:05:43	Male		Rangers, Asphalt 8: Airborne, Stage, Wind Runner	> 1 year		Cookie Run,Let's Get Rich,Rangers	<b>_</b>	Rangers	\$5 - \$10	No			We have e
	15 23:06:43	Female		Asphalt 8: Airborne, Rangers, Stage, Wind Runner	> 1 year		Asphalt 8: Airborne,Let's Get Rich	.et's Get Ric			No			Too busy
	15 23:07:44	Female		Let's Get Rich, PokoPoko	> 1 year		Let's Get Rich, Pokopang	.et's Get Ric			No	0	05 040	Too busy a
	15 23:08:45 15 23:09:45	Male Male		Let's Get Rich,Play,Pokopang,Pop,Rangers Rangers,Bubble 2,Football League Manager,Let's Get Rich,W	> 1 year > 1 year	3-4 times a day		.et's Get Ric Rangers	et's Get Ric Rangers	\$5 - \$10 > \$50	Yes	8	\$5 - \$10	If there's a
	15 23:09:45	Male		Clash Of Clans, CandyCrush, Card, Hidden Catch, Pokopang, P	> 1 year > 1 year		Let's Get Rich, Pokopang, Rangers Clash Of Clans, Candy Crush, Let's Get Rich				Yes	60	>\$50	n there's a
	15 23:10:46	Male						lash Of Clar			No	00	~000	Bored, Too
	15 23:11:47	Male	13 - 17 YO	Clash Of Clans Sheet containing survey	data should	be the top	bisney Tsum Tsum, Dream Garden, Let's G		HavDav	\$1.5 - \$3	No			Used to like
	15 23:12:47	Female					Bubble 2,Let's Get Rich,Pokopang	et's Get Ric			No			Prefer sav
	15 23:14:49	Female	18 - 24 vo	Let's Get Rich Discheet if you have severa	ai sneets on	WULKDOOK	Disney Tsum Tsum.Football League Manag				Yes	1.9	\$1 - \$2	
	15 23:15:49	Male		Let's Get Rich, Bubble 2, Disney Tsum Tsum, PokoPoko, Pop, T	> 1 year	3-4 times a day		et's Get Ric			No			I have som
	15 23:16:50	Female		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			\$10 - \$30	Yes	9	\$5 - \$10	
7/29/201	15 23 17 51	Male		Let's Get Rich Puzzle Bobble Rangers Stage	> 1 vear	3-4 times a day	Dozer Disney Tsum Tsum Let's Get Rich	Let's Get Ri	Let's Get Ri	\$10 - \$30	Yes	25	\$10 - \$30	
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## 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.

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5 6 Analytics Tabs		Q6 Which games	have you play most	coins/items/credits?									
<sup>3</sup> Analytics Tabs		Q7 How much pe	r transaction on	average?									
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## Set Up – Automatic Coding Result

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

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## 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

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	Filter	Q4. Which	h games c	do you play?								Pokopang	40.3%							
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	-	Q6 Which	n games h	ave you boug	ght coin	s/items/credi	its?					Rangers	26.0%							
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		Q10 How										Card	7.8%							
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		_	, ,		, ourie	, or our que to the						Dozer	15.6%							
	6.111											Disney Tsum Tsum	16.9%							
	Set Up											Dream Garden	11.7%							
	-	-										Football League Mana	9.1%							
		1.00										Hidden Catch	7.8%							
		•								<u> </u>		I Love Coffee	10.4%							
		RUN		CLEAF	D	CLEAR			EXIT			Jelly	6.5%							
		KUN		CLEAR	ĸ	CLEAR	CALL					Play	19.5%							
		1		1 1		1		-	1			Рор	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%							
New Cl	Canal Da											Summerwars	1.3%							
NewShe	Form Respon	nse 1   😛										÷ •								l

### Cross-tabulations

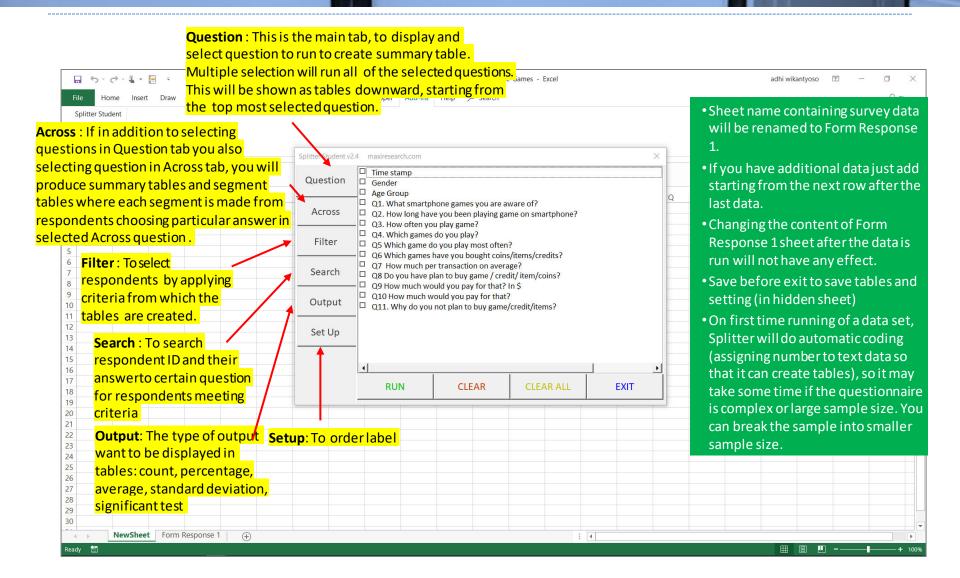
• To create cross-tabulation, Select which questions in Question tab and apply which questions in Across tab

ち・ぐ・&・ Home Inse		Layout Forn	nulas Data	Review	View [	Developer	Add-ins			e-dames -	Excel					adni wikar	ityoso Lī		
• :	$\times \checkmark f_x$	Q1. What sm	artphone gar	nes you are	e aware of?	,													
A B	C D	E	F	G	Н	I	J	K	L	М	N	0	Р	Q	R	S	T	U	V
															1.22				
	Splitter Student v	2.4 maxirese	arch.com		_					×		Q1. What smartpho	e games y		are of?				
		Time c	tamn										2 1 2		12	Contraction of the local data		12 10 10 10 10 10 10 10 10 10 10 10 10 10	
	Ouestion	Time 5										2					Contraction of the second second		
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	1	1.80.01		one games	vou are av	ware of?													
	Across					I       J       K       L       M       N       O       P       Q       R       S       T       U       V         Image: I													
v in Acro	Inter         Daw         Read payot         Financial Data         Device         Addite         P Sector           Image: Sector         <																		
		🗆 Q4. W	hich games d	lo you play	/?														
tab     Filter     Q5 Which game do you play most often?     Pokopang     40.3%     36.4%     45.5%       Q6 Which game do you play most often?     Q6 Which games have you bought coins/items/credits?     Pokopang     23.4%     22.7%     24.2%       Q7 How much per transaction on average?     Q7 How much per transaction on average?     Rangers     26.0%     22.7%     21.2%       Q8 Up oyu have plan to buy game / credit/ item/coins?     Clash Of Clans     18.2%     22.7%     12.1%																			
Image: Search       Q6 Which games have you bought coins/items/credits?       PokoPoko       23.4%       22.7%       24.2%       29.4%       1         Image: Search       Q7 How much per transaction on average?       Rangers       26.0%       22.7%       30.3%       29.4%       1         Image: Search       Q8 Do you have plan to buy game / credit/item/coins?       Clash Of Clans       18.2%       22.7%       12.1%       17.6%       1																			
Lab       DokoPoko       23.4%       22.7%       24.2%       29.4%       17.4%       20.0%         0 G Which games have you bought coins/items/credits?       Q G Which games have you bought coins/items/credits?       Rangers       20.0%       22.7%       30.3%       29.4%       17.4%       30.0%         Q D you have plan to buy game / credit/item/coins?       Q D you have plan to buy game / credit/item/coins?       Clash Of Clans       18.2%       22.7%       30.3%       17.4%       30.0%         Q D you have plan to buy game / credit/item/coins?       Q How much would you pay for that? In \$       Minecraft       6.5%       9.1%       3.0%       5.9%       4.3%       10.0%         Q How much would you pay for that?       Card       7.8%       11.4%       3.0%       11.8%       8.7%       0.0%																			
	Jearch						oins?												
	Output		Why do you p	ot plan to	buy game	(crodit/iton	South State												
			viry uo you n	iot plan to	buy game/	creatynten	1131												
	Set Up																		
		-																	
		•								•		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%	
			A	PLY			CLEA	ĸĸ				Play	19.5%	20.5%	18.2%	11.8%	26.1%	25.0%	
								£0				Рор	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%	
													11.7%				8.7%	0.0%	
												Wind Runner	20.8%	20.5%	21.2%			15.0%	
													1.3%	2.3%	0.0%	2.9%	0.0%	0.0%	
NewShe	et Form Respon	nse 1 🛛 🗇	)									÷ •							

• When we want respondents with certain criteria only.

Home Inse	rt Draw Page La	ayout Formul	as Data	Review	View [	Developer	Add-ins	Help 🖇	D Search										2
•	$\times$ $\checkmark$ $f_x$ i	ilter: Q2. Hov	w long have	you been	playing gan	ne on smart	phone? =	>1 year											
A B	C D	F	F	G	Н	r	ī	K	T	М	N	0	Р	Q	R	S	т	U	V
						~~~~				2.43									
												Filter: Q2. How long	have you	neen nlavir	a aame on	smartnhor	$re^2 = > 1 ve$	oar	
	Splitter Student v2.	4 maxiresearc	:h.com						,	×		Q1. What smartphor				sinarcpitor			
		Filter1										2		Gender		Age Group			
	Question	1							100							13 - 17 yo 1	18 - 24 yo 2	5 - 30 yo	
		Q2. How lo	ong have yo	u been pl	aying gam	e on smart	phone?		<b>•</b>	1		Resp	60	33	27	27	16	17	
	Across	□ < 3 mont	ths ago									Let's Get Rich	71.7%	72.7%	70.4%	74.1%	68.8%	70.6%	
	ACIOSS	G month	s - 1 year									HayDay	8.3%	6.1%	11.1%	14.8%	6.3%	0.0%	
		✓ > 1 year										CandyCrush	15.0%	9.1%	22.2%	14.8%	12.5%	17.6%	
	Filter											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%	
v in Filter	<b>-</b>											PokoPoko	23.3%	21.2%	25.9%	25.9%	25.0%	17.6%	
tab	Search											Rangers	31.7%	27.3%	37.0%	33.3%	25.0%	35.3%	
tab 🛛		-										Clash Of Clans	20.0%	24.2%	14.8%	14.8%	25.0%	23.5%	
	Output											Minecraft Card	5.0% 8.3%	9.1% 12.1%	0.0% 3.7%	3.7% 11.1%	6.3% 12.5%	5.9% 0.0%	
	Catpat											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%	
	Set Up											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		12.1%	3.7%	11.1%	12.5%	0.0%	
							a					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%	
		OK to (	QUESTION		CLEAR AL	L FILTERS		ADD FILT	EK			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%	
												Рор	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%	
	et Form Respons	ie 1 (+)										Poker	1.7%	3.0%	0.0%	3.7%	0.0%	0.0%	

## Splitter Student Analytics Tabs and Important Information



## 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.



# Set Up Tab (1)

#### • "Label" coding

Home Inse	ert Draw	Page Lay	yout Formulas Data Review View Develope	r Add-ins Help	,⊅ Search							P₄ Sh
• :	X 🗸	<i>f</i> <sub>x</sub> ⊤i	me stamp Question									
А	В	С	D	E	FG		H 1	J	K	L	М	N
Time stamp	Gender	Age Group	Q1. What smartphone games you are aware of?	c Splitter Student v2.4 s Question	maxiresearch.com Previous Clear I	Vext	abel coding	>	O8 Do you ave plan to buy game / credit/ m/coins?	Q9 How much would you pay for that? In \$	much	Q11. Why do you not plan to buy game/credit /items?
7/29/2015 22:47:31	Female	13 - 17 vo	Let's Get Rich, HayDay, CandyCrush, Cookie Run, Pokopang		Q1. What smartphone games you	are owners of 7		100	Yes	15	\$10 - \$30	
7/29/2015 22:48:32	Male		Let's Get Rich, CandyCrush, Cookie Run, Pokopang, PokoPoko		Q1. what smartphone gamee you	are aware off			No			Used to like
7/29/2015 22:49:32	Male		Let's Get Rich,Cookie Run	Across					Yes	5	\$2 - \$5	
7/29/2015 22:50:33	Male		Clash Of Clans, Minecraft, CandyCrush, Card, PokoPoko, Let's	(	Coded Text       Label Switch Codi	ng Method O	Cell 🗌 Not c	oded/Numeric	No			Used to like
7/29/2015 22:51:34	Male		Clash Of Clans Bubble 2 Card Cookie Run Dozer Disney Ts						Yes	50	\$30 - \$50	
7/29/2015 22:52:34	Male	18 - 24 yo	Clark of Clarks Diversity To Tsum, Poko	Filter	1 Let's Get Rich		1. 6		N	5	\$2 - \$5	
7/29/2015 22:53:35	Male	13 - 17 yo	Let Format answer Multiple		2 HayDay 🕨 📥	Res	ult from La	ibel codin	g Yes	15	\$10 - \$30	
7/29/2015 22:54:36	Male	18 - 24 vo	Pokopang Pop		3 CandyCrush				No			Only in sp
7/29/2015 22:55:36	Male	18 - 24 yo	CandyCrush, Hdata in a cell	Search	4 Cookie Run				No			Don't like
7/29/2015 22:56:37	Male		Let's Get Rich, Clash Of Clans, Ragnarok Valkvire, Minecraft, C	Jearch							\$2 - \$5	
7/29/2015 22:57:38	Female	13 - 17 yo	CandyCrush,Asphalt 8: Airborne		<sup>5</sup> Pokopang "Lab	el" codi	ng will c	onarat	awha	تماد	< \$1	
7/29/2015 22:58:38	Female	25 - 30 yo	Play, Cookie Run, Dozer, Disney Tsum Tsum, Football League		6 PokoPoko LdL	lei coui		eparat		Je;	< \$1	
7/29/2015 22:59:39	Male	13 - 17 yo	Let's Get Rich, Love Coffee, Play, Pokopang	Output	7 Rangers			1.1.1.1.1			\$10 - \$30	
7/29/2015 23:00:40	Female	18 - 24 yo	Play, HayDay, CandyCrush, Let's Get Rich, Pop		8 Clash Of Clans Cell	content	into its i	naiviai	lai da	ita		Too much
7/29/2015 23:01:40	Female	25 - 30 yo	Let's Get Rich, Cookie Run, Pokopang		0 Minocraft						>\$50	
7/29/2015 23:02:41	Male	18 - 24 yo	Let's Get Rich, HayDay, CandyCrush	Set Up	10 Card USIN	g comma	a cign ("'	″) ລດ ດອ	nara	tor	\$1 - \$2	
7/29/2015 23:03:42	Male	13 - 17 yo	CandyCrush,Clash Of Clans,PokoPoko,Pop			5 00000		<i>j</i> us se	puru		\$2 - \$5	
7/29/2015 23:04:42	Female	25 - 30 yo	Let's Get Rich, Play, Pokopang		11 Bubble 2	Red allows			In the second		>\$50	
7/29/2015 23:05:43	Male	18 - 24 yo	Rangers, Asphalt 8: Airborne, Stage, Wind Runner		12 Dozer and	list dow	'n all uni	que inc	וטועונ	lai		We have
7/29/2015 23:06:43	Female	18 - 24 yo	Asphalt 8: Airborne, Rangers, Stage, Wind Runner		1			-				Too busy
7/29/2015 23:07:44	Female	18 - 24 yo	Let's Get Rich, PokoPoko			ta that r	nake un	all ans	wers			Too busy
7/29/2015 23:08:45	Male	18 - 24 yo	Let's Get Rich, Play, Pokopang, Pop, Rangers		Up Up		indice up	un uns		8	\$5 - \$10	
7/29/2015 23:09:45	Male		Rangers, Bubble 2, Football League Manager, Let's Get Rich, V				-		J No			If there's a
7/29/2015 23:10:46	Male	and the second second second	Clash Of Clans, CandyCrush, Card, Hidden Catch, Pokopang, F		3-4 unics a day Glash Or Glans, Gandy				Yes	60	>\$50	
7/29/2015 23:11:47	Male		Clash Of Clans, HayDay, Card, Cookie Run, Let's Get Rich, Pol		3-4 times a day Clash Of Clans, Candy		lash Of Clarif Clans		No			Bored, Too
7/29/2015 23:12:47	Male		HayDay, Disney Tsum Tsum, Dream Garden, Pokopang, Poko		3-4 times a day Disney Tsum Tsum,D				No			Used to like
7/29/2015 23:13:48	Female		Let's Get Rich, Disney Tsum Tsum, Dream Garden, Jelly, Rang		> 3-4 times a day Bubble 2,Let's Get Ric		.et's Get Ricl.et's Ge		No			Prefer say
7/29/2015 23:14:49	Female		Let's Get Rich, Dozer, Dream Garden, Rangers, Stage, Wind R		3-4 times a day Disney Tsum Tsum,F				Yes	1.9	\$1 - \$2	
7/29/2015 23:15:49	Male	13 - 17 уо	Let's Get Rich, Bubble 2, Disney Tsum Tsum, PokoPoko, Pop,	6	3-4 times a day Football League Mana		.et's Get Ricl.et's Ge		No			I have sor
7/29/2015 23:16:50	Mor	ro in a	Vind Runner	> 1 year	3-4 times a day Bubble 2, Disney Tsun				Yes		\$5 - \$10	
7/29/2015 23:17:51			urvey data sheet ingers, Stage	> 1 year	3-4 times a day Dozer, Disney Tsum T				Yes	25	\$10 - \$30	-
7/29/2015 23:18:51	Female		CandyCrush,Dream Garden,Football League Manager,Pop,V		> 3-4 times a day CandyCrush,Disney T	sum Tsum,Let's Get			No	10	040 005	Got no mo
7/29/2015 23:19:52	Female		Play,PokoPoko,Pop 2,Puzzle Bobble,Rangers	> 1 year	> 3-4 times a day Let's Get Rich, Play		Play Play	\$5 - \$10	Yes	19	\$10 - \$30	
7/29/2015 23:20:53	Female		Let's Get Rich, Bubble 2, Cookie Run, PokoPoko, Puzzle Bobbl		3-4 times a day Football League Mana		Let's Get RicLet's G		No			I have son
7/29/2015 23:21:53	Female		Pokopang,Cookie Run,Disney Tsum Tsum,Puzzle Bobble,W		3-4 times a day Cookie Run, Football L			· · · · · · · · · · · · · · · · · · ·	No			Have muc
7/29/2015 23:22:54	Male	13 17 yo	Let's Get Rich, Dream Garden, Football League Manager, Puzz	z > 1 year	3-4 times a day Disney Tsum Tsum,Le	et's Get Rich	Let's Get RicLet's G	et KI(\$5 - \$10	No			Used to like

# Set Up Tab (2)

#### • "Cell" coding

ち・ぐ・ Home	🖁 - 📄 Insert Dr	aw Page L	ayout Formulas Data Review View Develop		-on-Smartphone-Ga	nes - Excer			auni wi	kantyoso	<b>T</b> -	ା ୟ sh
	×											7 = 50
			Question									
А	В	С	D	E	F	G	Н	I J	К	L	М	Ν
								O6 Which	O8 Do you	Q9 How	Q10 How	Q11. Why
				Spatter Student v2.4	maxiresearch.com	1			× ave plan to buy	much	much	do you not
Time stamp	Gende	Age Group	Q1. What smartphone games you are aware of?	b			Cell co	ding	game /	would you		plan to buy
				<sup>s</sup> Question	Previous	Clear Next	1	0	credit/	pay for	pay for	game/credit
				Question	Previous	Clear			m/coins?	that? In \$	that?	/items?
/29/2015 22:47	:31 Femal	e 13 - 17 yo	Let's Get Rich, HayDay, CandyCrush, Cookie Run, Pokopang		01 What smal	rtphone games you are aware	of2		Yes	15	\$10 - \$30	í.
/29/2015 22:48	3:32 Male	13 - 17 yo	Let's Get Rich, CandyCrush, Cookie Run, Pokopang, PokoPok	0	Q1. What shia	tphone games you are aware			No			Used to like
/29/2015 22:49	32 Male	18 - 24 yo	Let's Get Rich,Cookie Run	Across	~	Label Switch Coding Method	● cell [	Not coded/Numeric	Yes	5	\$2 - \$5	
/29/2015 22:50	:33 Male	13 - 17 yo	Clash Of Clans, Minecraft, CandyCrush, Card, PokoPoko, Let's		Coded Text	Label Switch Coding Method		Not coded/indifiend	No			Used to lik
/29/2015 22:51	:34 Male	18 - 24 yo	Clash Of Clans, Bubble 2, Card, Cookie Run, Dozer, Disney Ts		1 1 1 0		6 U D D	-	YRe	sult fro	m Cell	codin
/29/2015 22:52	2:34 Male	18 - 24 y	Format answer Multiple <sup>3um Tsum,Pok</sup>	of Filter		et Rich, HayDay, CandyCrush			- Yes		92 - 90	
/29/2015 22:53	3:35 Male	13 - 17 y				et Rich, CandyCrush, Cookie	Run,Pokopang,	PokoPoko,Range	Yes	15	\$10 - \$30	6
/29/2015 22:54		18 - 24 yc	Pokopar <mark>data in a cell</mark>		3 Let's G	et Rich,Cookie Run			No			Only in spa
/29/2015 22:55		10 - 24 yu	Ganayoraon, nayo ay, nay	Search	4 Clash	Of Clans.Minecraft,CandyCr	ush.Card.PokoP	oko.Let's Get Ric	No			Don't like t
/29/2015 22:56			<ul> <li>Let's Get Rich, Clash Of Clans, Ragnarok Valkyire, Minecraft, I</li> </ul>	C	5 Clash (	Of Clans, Pubble 2 Card Coo	kin Pup Dozor D	icnov Tourn Tour	Yes	2	\$2 - \$5	
/29/2015 22:57			CandyCrush,Asphalt 8: Airborne						1 I .	0.5	< \$1	
/29/2015 22:58			Play, Cookie Run, Dozer, Disney Tsum Tsum, Football League	Output	6 Clash C	Of Clans, <b>"Cell" COC</b>	aing will	capture	e whole	0.5	< \$1	
/29/2015 22:59			Let's Get Rich,I Love Coffee,Play,Pokopang	Output	/ Let 3 0	et men,oisin				20	\$10 - \$30	Ê.
/29/2015 23:00			Play,HayDay,CandyCrush,Let's Get Rich,Pop	-		ang,Pop cell con	tont and	d list dov	wn all			Too much
/29/2015 23:01			Let's Get Rich, Cookie Run, Pokopang	Catlla	9 Candy	Crush, HayDa	itent an	a list uov	viiaii	100	>\$50	
/29/2015 23:02			Let's Get Rich, HayDay, CandyCrush	Set Up	10 Let's G	et Rich Clause	م م ا م ما ب	II. a such as	بليم واللابلاء	1.5	\$1 - \$2	
/29/2015 23:03			CandyCrush,Clash Of Clans,PokoPoko,Pop		11 Candy	<sup>et Rich,Cla</sup> unique v	vnole ce	ii contei	ntthat	4	\$2 - \$5	
/29/2015 23:04			Let's Get Rich, Play, Pokopang	_	11 Canuy				100	75	>\$50	
/29/2015 23:05			Rangers, Asphalt 8: Airborne, Stage, Wind Runner		12 Play,Co	<sup>bokie Run,Dozer,Dis</sup> mak	e un all	answer	C No			We have e
/29/2015 23:06			Asphalt 8: Airborne, Rangers, Stage, Wind Runner		•		te up un		S. No			Too busy a
/29/2015 23:07			Let's Get Rich, PokoPoko						No			Too busy
/29/2015 23:08			Let's Get Rich, Play, Pokopang, Pop, Rangers			Up Down	Clear	1	Jninstall Yes	8	\$5 - \$10	Mark 1
/29/2015 23:09			Rangers, Bubble 2, Football League Manager, Let's Get Rich,						No			If there's a
29/2015 23:10			Clash Of Clans, CandyCrush, Card, Hidden Catch, Pokopang,			Clash Of Class Candy Crush				60	>\$50	Dered T
29/2015 23:11			Clash Of Clans, HayDay, Card, Cookie Run, Let's Get Rich, Po			Clash Of Clans, CandyCrush		Inf Clans, Can > \$				Bored, Too
/29/2015 23:12 /29/2015 23:13			HayDay,Disney Tsum Tsum,Dream Garden,Pokopang,Poko			Disney Tsum Tsum, Dream Garder Bubble 2, Let's Get Rich, Pokopang		HayDay \$1.5 cLet's Get Ricl \$5 -				Used to lik
/29/2015 23:13 /29/2015 23:14			Let's Get Rich, Disney Tsum Tsum, Dream Garden, Jelly, Rar Let's Get Rich, Dozer, Dream Garden, Rangers, Stage, Wind F			Disney Tsum Tsum,Football Leagu				1.9	\$1 - \$2	Prefer sav
/29/2015 23:14 /29/2015 23:15			Let's Get Rich, Dozer, Dream Garden, Rangers, Stage, Wind F Let's Get Rich, Bubble 2, Disney Tsum Tsum, PokoPoko, Pop			Football League Manager, Let's Get		clet's Get Rici \$1.5		1.9	DI- DZ	I have som
/29/2015 23:10		15-1/90	Public 2 Per Per 2 Stars Tris Wind Runner	, i ≥ i year > 1 vear		Bubble 2, Disney Tsum Tsum, Let's				9	\$5 - \$10	mave SUI
/29/2015 23:10		arein	survey data sheet ingers, Stage					\$10.	20 Vec		\$10 - \$30	
/29/2015 23:18			CandyCrush,Dream Garden,Football League Manager,Pop,	1 sathod	of ault ic	"Labol" codin	Tho r	ocult stast	1.5 No	20	\$10-\$JU	Got no mo
/29/2015 23:19			Play,PokoPoko,Pop 2,Puzzle Bobble,Rangers	i me u	erault IS	"Label" codin	ig. mer	CSUIL S5-SI	10 Yes	19	\$10 - \$30	30(10/110
/29/2015 23:20			Let's Get Rich.Bubble 2.Cookie Run.PokoPoko.Puzzle Bobb							10	¢10 ¢00	I have som
29/2015 23:21			Pokopang,Cookie Run,Disney Tsum Tsum,Puzzle Bobble,V	v betw	een the '	two types will	be the	same it 🖁	10 No			Have muc
29/2015 23:22			Let's Get Rich,Dream Garden,Football League Manager,Puz	77 3			21 B	ILET'S GET RI(\$5 - \$1	10 No			Used to lik
			al a seconda a seconda a seconda da seconda s	thoro	is no m	ultiple data in						-
New	Sheet Fo	orm Respon	se 1 🔶	unere	13 HU III	unple uata III	alen					

## Set Up Tab (3)

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

File Home Inser	rt Draw Page Layou	rt Formulas Data Review View Developer Add-ins Help 🔎 Search								P4 si
3 * :	$\times \checkmark f_x$ Q1.	What smartphone games you are aware of?								
A B	c <mark>Quest</mark>	ion <sub>.</sub> FGHIJKLM	N O	Р	Q	R	S	T	U	V
			Q1. What smartphor	e aames v	ou are aw	are of?				
5	Splitter Student v2.4	naxiresearch.com X	Q1. What smartphol	e guilles y	Gender	ure oj:	Age Group			
				Total	Male	Female		18 - 24 yo 2	25 - 30 10	
	Question	Privious Clear Next	Resp	77				23	20	
	1 r		Let's Get Rich	68.8%				65.2%	65.0%	
		Q1. What smartphone games you are aware of?	HayDay	9.1%				13.0%	0.0%	
	Across	Label Switch Coding Method O Cell     Not coded/Numeric	CandyCrush	20.8%				21.7%	15.0%	
		Coded Text Switch Coding Method O Cell And Coded Address	Cookie Run	19.5%				26.1%	15.0%	
	Filter	1 Let's Get Rich	Pokopang	40.3%				30.4%	55.0%	
	inter	2 HayDay	PokoPoko	23.4%	22.7%	24.2%	29.4%	17.4%	20.0%	
		3 CandyCrush	Rangers	26.0%	22.7%	30.3%	29.4%	17.4%	30.0%	
	Search	4 Cookie Run	Clash Of Clans	18.2%	22.7%	12.1%	17.6%	17.4%	20.0%	
		5 Pokopang	Minecraft	6.5%	9.1%	3.0%	5.9%	4.3%	10.0%	
		6 PokoPoko Automatic coding result for this question :	Card	7.8%	11.4%	3.0%	11.8%	8.7%	0.0%	
	Output	7 Rangers 1= Let's Get Rich,	Bubble 2	11.7%	11.4%	12.1%	8.8%	17.4%	10.0%	
		9 Clash Of Class	Dozer	15.6%	13.6%	18.2%	8.8%	17.4%	25.0%	
	Set Up	9 Minecraft 2= HayDay	Disney Tsum Tsum	16.9%	18.2%	15.2%	20.6%	8.7%	20.0%	
	Set Op	10 Card 3= CandyCrush etc	Dream Garden	11.7%	11.4%	12.1%	14.7%	13.0%	5.0%	
		11 Bubble 2	Football League Man	9.1%	9.1%	9.1%	8.8%	13.0%	5.0%	
		12 Dozer 🔹	Hidden Catch	7.8%	6.8%	9.1%	8.8%	8.7%	5.0%	
		<u>۱</u>	I Love Coffee	10.4%				13.0%	5.0%	
		Up Down Clear	Jelly	6.5%				17.4%	0.0%	
umbor is us	ed to calculate		Play	19.5%				26.1%	25.0%	
			Рор	15.6%				26.1%	15.0%	
ge and stand	lard deviation		Pop 2	14.3%				13.0%	25.0%	
		Selected label Clear Selection	Puzzle Bobble	20.8%				17.4%	15.0%	
			Stage	11.7%				21.7%	10.0%	
		up	Trio	11.7%				8.7%	0.0%	
			Wind Runner	20.8%				39.1%	15.0%	
			Ragnarok Valkyire	5.2%				8.7%	5.0%	
			Asphalt 8: Airborne	5.2%				8.7%	0.0%	
			Poker	1.3%				0.0%	0.0%	
	et Form Response 1	$\widehat{}$	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.

maxi

## 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.

5-0-8-8	Ŧ						E	kample-1-or	n-Smartphor	ie-Games -	Excel					adhi wikar	ityoso [	<b>T</b> -	
e Home Insert	Draw Page Lay	yout Formu	ulas Data	Review \	view [	Developer	Add-ins	Help ,	♀ Search										2
• : ×	√ fx Q	5 Which gam	ne do you pl	lay most often	?														
A B	C D	E	F	G	Н	I	J	К	L	М	N	0	Р	Q	R	S	Т	U	V
										_		Q5 Which game do							
5	Splitter Student v2.4	4 maxiresea	rch.com							×		Q5 Which game ab	pu pluy mo	st ojten!	<u> </u>	Summa	iry tab	ole for t	his 🗌
	Question	Time sta	amp										Total					from al	
	Question	Gender										Resp	77						_
Nourin		Age Gro	oup			(2)						Let's Get Rich	67.5%			re	spond	ients)	
Now in 🗧				ione games yo			nta ha a - 2					Clash Of Clans	10.4%						
lestion tab			w iong have	e you been pla 1 play game?	iying ga	me on sma	rupnoner					Pokopang	3.9%						
		04 M/h	ich games	do you play?						_		CandyCrush	2.6%						
	Filter		ch game do	o you play mo:	st often	2						Play	3.9%						
				nave you boug			dits?					Rangers	2.6%						
		Q7 Hov	v much per	transaction o	on avera	age?						HayDay	1.3%						
	Search	Q8 Do y	ou have pl	an to buy gam	ne / crec	dit/item/co	oins?					Bubble 2	1.3%						
		Q9 How	/ much wou	uld you pay fo	or that?	In \$				-		Poker Cookie Run	1.3%						
	Output			ould you pay f						-			1.3%						
	Output	🗆 🛛 🖓 11. W	hy do you i	not plan to bu	y game	/credit/iten	ns?			-		Summerwars	1.3% 1.3%						
										-		CSR Racing Series	1.3%						
	Set Up											Ragnarok Valkyire Total	1.3%						
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	(	Click Rui	<mark>n to cr</mark> e	ate table	e(s)														
MaurChast	Form Response	e1 (+)										÷ •							

## 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.

le Home		25 Which game do you play most often?	veloper Add-ins Help Search									A₁ Share
	Selecting a	uestion(s) in Question ta	and question(s)	i sa li s		Showin	g the t	able v	vith qu	estion or	<mark>1</mark>	
A				М	N O		-		-	Across ta		Table for
	in Ac	ross tab will create cross	-tabulation			Age and	u Genu	er seie	cieu /		U	segme
					Q5 Which game do							0.00
	Splitter Student v2.	4 maxiresearch.com		×	Q5 Which game ao		Gender		Age Group			
		Time stamp				1224 124 144				18 - 24 yo 25 -	20.40	
	Question	✓ Gender			Resp	77	44	33	15 - 17 yo 1 34	23 24 yo 25 -	20	-
		✓ Age Group			Let's Get Rich	67.5%	68.2%	66.7%	67.6%		75.0%	
		Q1. What smartphone games you are away	are of?		Clash Of Clans	10.4%	11.4%	9.1%	14.7%		10.0%	
	Across	Q2. How long have you been playing gam				3.9%	4.5%	9.1%	0.0%		10.0%	
		Q3. How often you play game?			Pokopang	2.6%	2.3%	3.0%	0.0%		0.0%	
		Q4. Which games do you play?			CandyCrush	2.6%	0.0%	3.0% 9.1%	2.9%		5.0%	
in Acro	Filter	□ Q5 Which game do you play most often?			Play	2.6%	4.5%	9.1%	2.9%		0.0%	
	<mark></mark>	Q6 Which games have you bought coins/i	tems/credits?		Rangers						0.0%	
tab 🚽		Q7 How much per transaction on average			HayDay	1.3%	2.3%	0.0%	2.9%			
	Search	Q8 Do you have plan to buy game / credit	/ item/coins?		Bubble 2	1.3%	0.0%	3.0%	0.0%		0.0%	
		Q9 How much would you pay for that? In	\$		Poker	1.3%	2.3%	0.0%	2.9%		0.0%	
	Output	□ Q10 How much would you pay for that?			Cookie Run	1.3%	2.3%	0.0%	2.9%		0.0%	
	Output	Q11. Why do you not plan to buy game/c	redit/items?		Summerwars	1.3%	2.3%	0.0%	2.9%		0.0%	
					CSR Racing Series	1.3%	0.0%	3.0%	0.0%		0.0%	
	Set Up				Ragnarok Valkyire	1.3%	0.0%	3.0%	0.0%		0.0%	
	Set Op				Total	100.0%	100.0%	100.0%	100.0%	100.0% 10	00.0%	
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		1										
		APPLY	CLEAR									
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				se	lecting questi	on in A	cross	tab. v	ou wi	II produ	ce s	ummar
		Click to confirm selection	To clear checked					-				
				tal	ples and segm	nent tal	bles w	/here	each s	segmen	t is r	made fr
		back to Question tab	questions									
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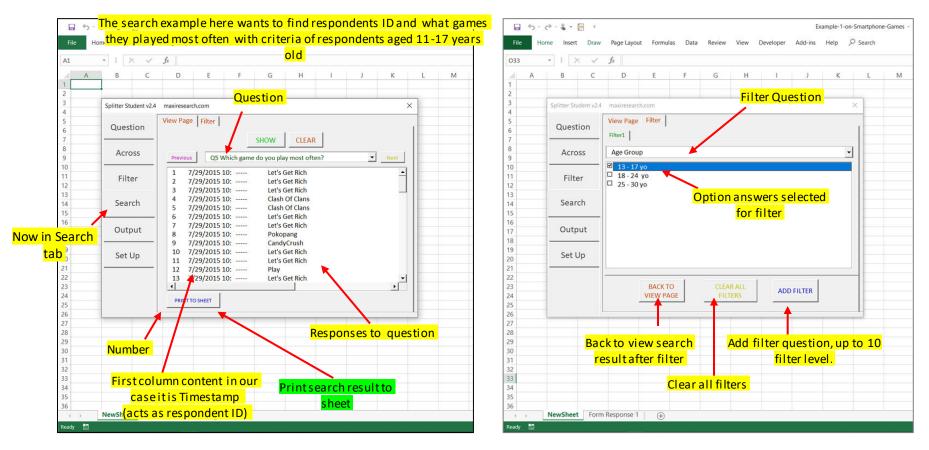
## Filter Tab

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

filter guestion shows filter used.					menu to select	The	e top of table	<mark>S</mark>				A :		
A       B       C       D       E       F       G       H       J       K       M       N       D       P       Q       R       S       T       Table for essegment after         Spliter Student v24       maximum constraints com       Filter       Spliter Student v24       maximum constraints com       Spliter Student v24       maximum com       Spliter Student v24       maximum com       Spliter Student v24       rate com	• I )	≺ √ fx F	ilter: Q2. How long have you b	been playing game on sma	artphone? = > 1 ye	sho	ws filter used	1.						
Splitter Suderi V24 makineserch.com       Segment after         Question       Resp.       Segment after         Question       Conder       Aeross         Conder       Aeross       Conder       Aeross       Conder       Aeros         Filter       Conder       Aeros       Adros       Conder       Aeros       Conder       Aeros <th <="" colspan="2" th=""><th>A B</th><th>C D</th><th>E F G</th><th>i H I</th><th></th><th></th><th></th><th></th><th>R</th><th>S</th><th>T</th><th>Fable for ea</th></th>	<th>A B</th> <th>C D</th> <th>E F G</th> <th>i H I</th> <th></th> <th></th> <th></th> <th></th> <th>R</th> <th>S</th> <th>T</th> <th>Fable for ea</th>		A B	C D	E F G	i H I					R	S	T	Fable for ea
Splitter Student v24       madreseach.com       X         Question       Question       Piter1       Question       Gender       Age Group         Question       Q2. How long have you been playing game on smartphone?       Question       Filter1       Across       Gender       Age Group         Question       Q2. How long have you been playing game on smartphone?       Question       Filter1       Across       Gender       Age Group         Pitter       Q2. How long have you been playing game on smartphone?       Pitter       Gender       Age Group         Pitter       Q2. How long have you been playing game on smartphone?       Pitter       Gender       Age Group         Pitter       Q2. How long have you been playing game on smartphone?       Pitter       Gender       Age Group         Pitter       Q2. How long have you been playing game on smartphone?       Pitter       Gender       Age Group         Pitter       Q2. How long have you been playing game on smartphone?       Pitter       Gender       Age Group         Pitter       Set Up       In the question, check which option answers you will use for filter. If more than 1 is checked, that means "Gender       Hayday       1.7%       3.0%       0.0%       3.7%       0.0%       0.0%         Output       Set Up       Ok to Question t														
Gender       Across         Guestion       Call wolking have you been playing game on smartphone?       Call wolking have you been playing game on smartphone?       Resp.       Colspan="2">Resp.       Colspan="2">Colspan="2"         Across       C3 months ago 6 months - 1 year       C3 months ago 6 months - 1 year       Call wolking have you been playing game on smartphone?       Resp.       Call hold for the colspan="2">Resp.       Call hold for the colspan="2">Colspan="2"         Filter       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       Play       3.3%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%						Filter: 02	How long have you	heen nlavin	a aame oi	n smartnho				
Pite1         Gender         Age Group           Q2. How long have you been playing game on smartphone?         Image: Control of the state		Splitter Student v2.4	4 maxiresearch.com		×				g game of	i sinarepitoi				
Q2. How long have you been playing game on smartphone?       Image: Star V (0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25 × 0.25			Filter1			-		The second se		Age Group				
Across       < 3 months ago 6 months - 1 year		Question			····		Total	Male	Female	13 - 17 yo	18 - 24 yo 7	25 - 30 yo		
Across       0 months - 1 year       Clash Of Clans       11.7%       12.1%       11.1%       14.8%       6.3%       11.8%         Filter       Si year       0 months - 1 year       0 km       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0% <td></td> <td> </td> <td>Q2. How long have you be</td> <td>en playing game on smal</td> <td>rtphone?</td> <td>Resp</td> <td>60</td> <td>33</td> <td>27</td> <td>27</td> <td>16</td> <td>17</td>			Q2. How long have you be	en playing game on smal	rtphone?	Resp	60	33	27	27	16	17		
Gash Of Clans       11.7%       12.1%       11.1%       14.8%       6.3%       6.1%         Filter       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       Pay       3.3%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0%       0.0% <td></td> <td>Across</td> <td>&lt; 3 months ago</td> <td></td> <td></td> <td>Let's Get R</td> <td>ich 66.7%</td> <td>66.7%</td> <td>66.7%</td> <td>63.0%</td> <td>62.5%</td> <td>76.5%</td>		Across	< 3 months ago			Let's Get R	ich 66.7%	66.7%	66.7%	63.0%	62.5%	76.5%		
Filter       Filter       In the question, check which option answers you will use for filter. If more than 1 is checked, that means       Play       3.3%       0.0%       7.4%       3.7%       6.3%       0.0%         search       Output       Search       "OR". Here to create table for respondents who have been playing game on smartphone > 1 year       Poker       1.7%       3.0%       0.0%       3.7%       0.0%       0.0%       0.0%         Set Up       Set Up       Set Up       OK to QUESTION       CLEAR ALL FILTERS       ADD FILTER       ADD FILTER       Into a 100 filter		Across												
In the question, check which option answers you will use for filter. If more than 1 is checked, that means tab       Play       3.3%       0.0%       7.4%       3.7%       6.3%       0.0%         Tab       Search       "OR". Here to create table for respondents who have been playing game on smartphone > 1 year       Bubble 2       1.7%       0.0%       3.7%       0.0%       6.3%       0.0%         Set Up       Set Up       Set Up       OK to QUESTION       CLEAR ALL FILTERS       ADD FILTER       17%       3.0%       0.0%       3.7%       0.0%       6.3%       0.0%         Ok to QUESTION       CLEAR ALL FILTERS       ADD FILTER       ADD FILTER       Inthe question to use. The relations between filter is       Inthe question to use. The relations between filter is       Inthe question to use. The relations between filter is       Inthe question to use. The relations between filter is       Inthe question to use. The relations between filter is       Inthe question to use. The relations between filter is       Inthe question to use. The relations between filter is       Inthe question to use. The relations between filter is       Inthe question to use. The relations between filter is       Inthe question to use. The relations between filter is       Inthe question to use. The relations between filter is       Inthe question to use. The relations between filter is       Inthe question to use. The relations between filter is       Inthe question to use. The relations between filter is       Inthe ques			🗹 > 1 year											
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## 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

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× (	$\times \checkmark f_x$ Filter: (	Q2. How long have you been play	ing game on s <mark>choose wh</mark>	nether to include the								
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		No Average	No stu Dev	number)	Rangers	3.3%	6.1%	0.0%	3.7%	6.3%	0.0%	
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## Formula

• For mean significant difference:

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

• For proportion significant difference:

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



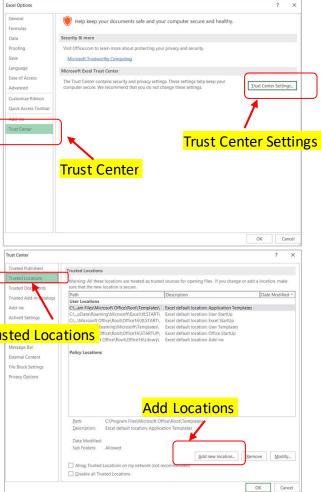


## Download Splitter. Save in your Preferred Directory. Make sure Macro is Enabled for Splitter.

- 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

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Option 1



#### Option 2

Add Splitter to Trusted Location Directory

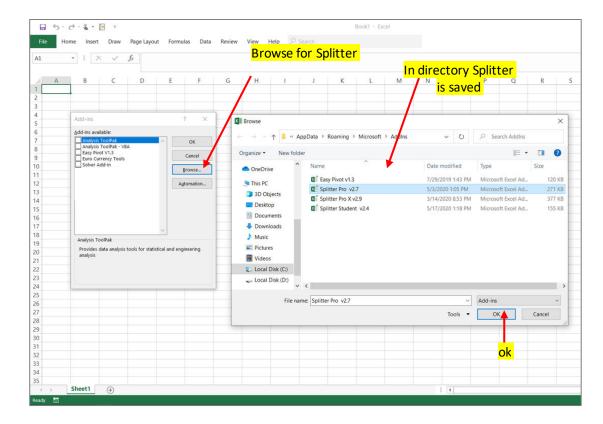
Go to Trust Center in Excel Options. In Trust Center Settings...

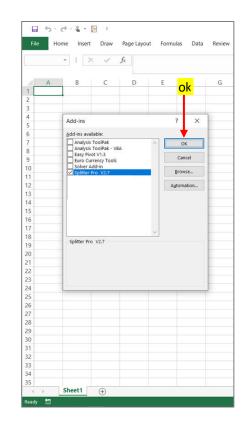
Go to Trusted Locations. Add Locations where Splitter is located.

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

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#### 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

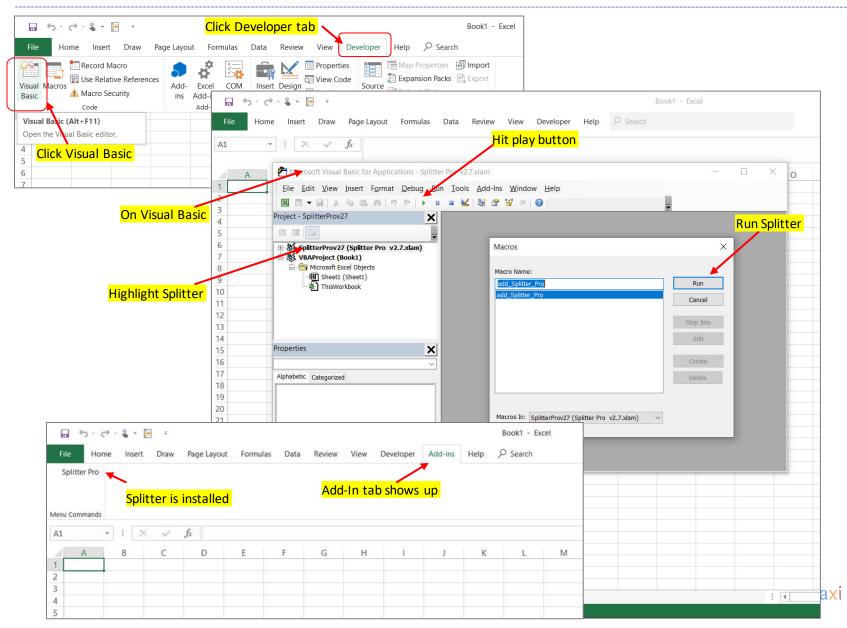
•Excel 2010, 2013, 2016, 2019 : Excel option, Customize Ribbon, under main tab check Developer

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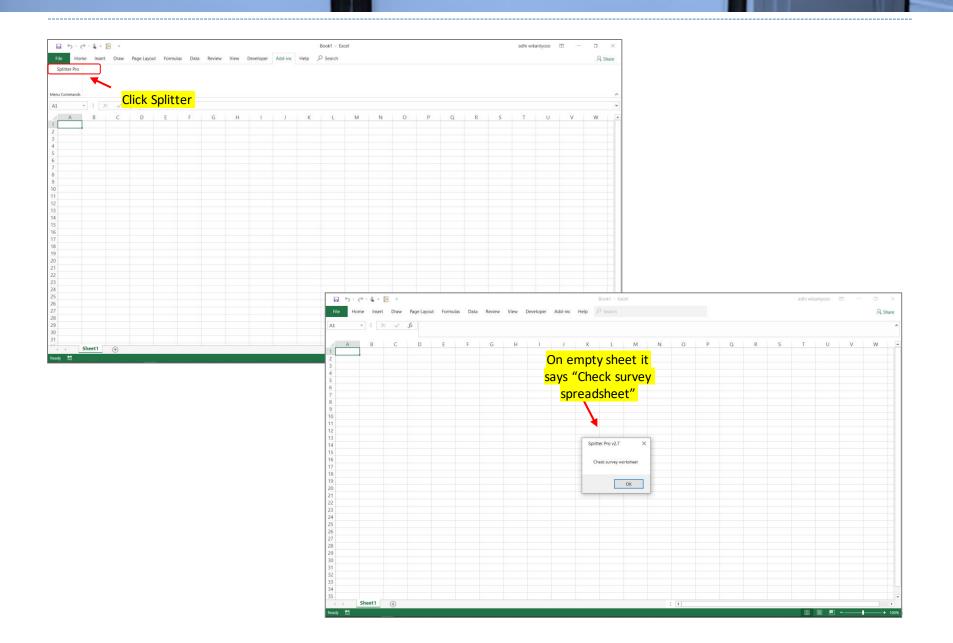
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### On Developer tab, click Visual Basic. On Visual Basic window, select Splitter. Run





### 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

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	7/29/2015 14:12:58	32221848164 M	Non Buyers	Singapore	Brand B	Blackberry	Yes	Browsing, Download Fil	No									Very Interest	26	21 <= x <= 30
	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
	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 Interest	ed	25	21 <= x <= 30
	7/29/2015 14:17:00	32298881936	Non Buyers	Manila	Brand B	Feature phor	Yes	Browsing, Download Fil	No									Very Interest		21 <= x <= 30
	7/29/2015 14:18:01	32299245840			Brand B	Feature phor		Video streaming	No									Interested	35	31 <= x <= 40
	7/29/2015 14:20:02	12810981934 E			Brand B	Android	Yes	Browsing,Social Media		Good	Good	Good		Good		Good	Interested		22	21 <= x <= 30
	7/29/2015 14:22:04	12843126218		•	Brand A	Feature phor		Browsing	Yes	So so	Good	So so	Very Satisfie			Good	Very Interest		48	41 <= x <= 50
	7/29/2015 14:24:05	12813334105 E			Brand A	Android	Yes	Browsing,Social Media		Good	Good	Good	Very Satisfie	Not Good	Not Good	Good	Very Interest		30	21 <= x <= 30
	7/29/2015 14:25:06	32298380500 N			Brand B	Android	Yes	Social Media	No	-	-	-		-	-			Very Interest		21 <= x <= 30
	7/29/2015 14:26:06	32298458847 N				Android	Yes	Browsing, Social Media		So so	So so	So so	Satisfied	So so	So so	Good	Interested		21	21 <= x <= 30
	7/29/2015 14:28:07 7/29/2015 14:32:10	32182518452			Brand B Brand B	Blackberry Android	Yes	Browsing,Social Media Social Media	, No Yes	Good	Good	Good	Manu Catiofia	Coord	Coord	Good		Very Interest	26 42	21 <= x <= 30 41 <= x <= 50
	7/29/2015 14:32:10	12886276630 N 32157560697 N			Brand B	Android		Social Media, Browsing		Good	Good	Good	Very Satisfie Very Satisfie			Good	Very Interest Very Interest		42	41 <= x <= 50 x <= 20
	7/29/2015 14:34:11	32298073428 E		Kuala Lumpu		Android	Yes	Browsing, Social Media		Good	Good	Good		Good	Good	Good	Very Interest		21	21 <= x <= 30
	7/29/2015 14:35:12	32232989799 E			Brand B	Windows pho		Browsing, Social Media,	Yes	Good	Good	Good	Very Satisfie			Good	Very Interest		23	21 <= x <= 30
	7/29/2015 14:36:13	32298761121 E		Kuala Lumpu		Blackberry	Yes	Browsing, Social Media		Good	Good	Good		Good		Good	Interested		31	31 <= x <= 4
	7/29/2015 14:37:13	32298922505 N			Brand E	Android	Yes	Browsing, Social Media										Very Interest		x <= 20
	7/29/2015 14:38:14	32233565231		Kuala Lumpu		Blackberry	Yes	Browsing	No									Interested	50	41 <= x <= 50
	7/29/2015 14:39:15	32299489544 E	Buyers	Singapore	Brand B	Android	Yes	Social Media	Yes	Good	Good	Good	Satisfied	Good	Good	So so	Interested		27	21 <= x <= 30
	7/29/2015 14:40:15	12843177206	Non Buyers	Bangkok	Brand B	Blackberry	Yes	Social Media	No									Very Interest	30	21 <= x <= 30
	7/29/2015 14:41:16	21280324979 E	Buyers	Manila	Brand A	Feature phor	Yes	Browsing	Yes	Good	Good	Good	So so	Not Good	Not Good	Good	Interested		36	31 <= x <= 40
	7/29/2015 14:42:17	32298881689 E	Buyers		Brand A	Android	Yes	Social Media	Yes	Good	So so	So so	Very Satisfie	Good	Good	So so	Very Interest	ed	35	31 <= x <= 40
	7/29/2015 14:43:17	32298025171 E	Buyers	Manila	Brand E	Android	Yes	Email	Yes	Good	Good	Good	Satisfied	Good	Good	Good	So so		37	31 <= x <= 40
	7/29/2015 14:44:18	21225175555 E			Brand A	Android	Yes	Browsing,Social Media		Good	Good	Good	Not Satisfied	Not Good		So so	Not Intereste	ed	36	31 <= x <= 40
	7/29/2015 14:45:19	21286366658 E			Brand B	Android	Yes	Browsing,Social Media		Good	Good	Good		So so		Good	Interested		34	31 <= x <= 40
	7/29/2015 14:46:19	32299668551 E			Brand E	Android	Yes	Browsing, Social Media		Good	So so	Good		Good	So so	Good	Very Interest		32	31 <= x <= 40
	7/29/2015 14:47:20	21280055864 E		Kuala Lumpu		Android	Yes	Browsing, Social Media		Good	Good	Good	Satisfied	Good		Good	Very Interest		27	21 <= x <= 30
	7/29/2015 14:52:23	32298669459 N			Brand E	Blackberry	Yes	Browsing,Social Media		Good	Good	Good		So so		Good	Very Interest	ed	40	31 <= x <= 40
	7/29/2015 14:53:24	32250536100 E			Brand B	Android	Yes	Browsing, Social Media	Yes	Good	Good	Good	Not Satisfied			Good	So so		20	x <= 20
	7/29/2015 14:55:25	32244628827 E	suyers	Manila	Brand B	Android	Yes	Browsing,Online game	Yes	Good	Good	Good	Not Satisfied	50 50	So so	So so	Not Intereste	20	23	21 <= x <= 30
	Sheet1 (	9										÷ •								

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"

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## Splitter Analytics Window Shows Up

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## Splitter is Ready for Analysis

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	Gr	id	<ul><li>☑ Q1 Wha</li><li>☑ Q2 Wha</li></ul>	t SIM Card t type is vo	l brand you our smartp	Lourrently hone?	use?						Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
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			Q8b Spe										Manila	22.0%	19.5%	22.8%	25.3%	14.3%	27.3%	23.5%	19.8%		
	Out		Q8c Spe				.,.						Bangkok	18.0%	26.8%	21.3%	7.6%	16.7%	27.3%	16.2%	20.7%		
			Q9 How	interested	l are you to	o continue							Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
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## 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

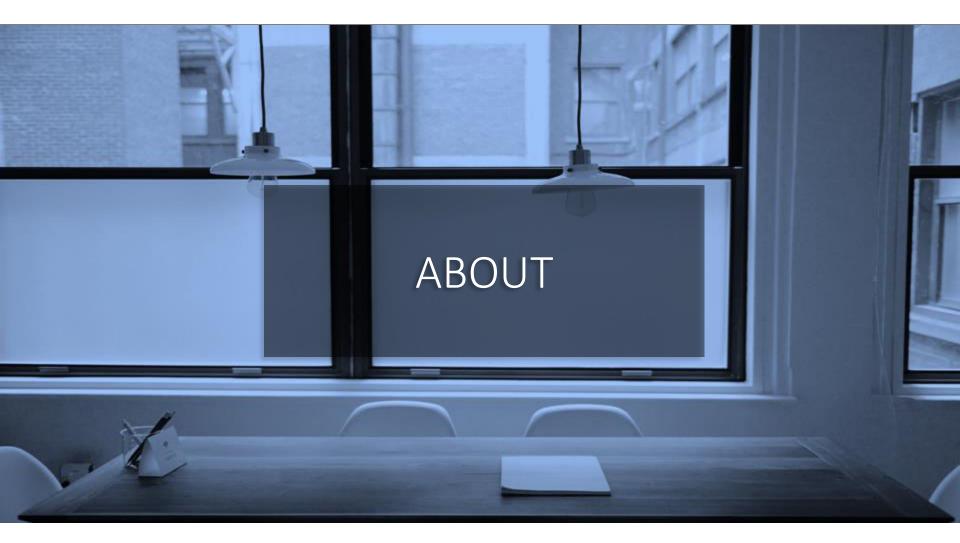


For alternative payment method contact Splitter@maxiresearch.com



## 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 <u>here</u> 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 <u>here</u>.
- 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<u>here</u>.



- MAXI research is a market research company in Jakarta.
  - Visit <u>www.maxiresearch.com</u>
- 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 <u>here</u>
  - Splitter Introduction Video <u>here</u>
  - Documents uploaded in Slideshare <u>here</u>
  - 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 <u>here</u>.
- Questions regarding Splitter or Google Forms and trainings email adhi.wikantyoso@maxiresearch.com

## THANK YOU

#### maxi

MAXI research PT. Mulia Karya Inovasi

Office 8, Level 18-A Jl. Jend Sudirman Kav. 52-53 SCBD Jakarta Selatan 12910 Indonesia www.maxiresearch.com ask@maxiresearch.com

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