

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

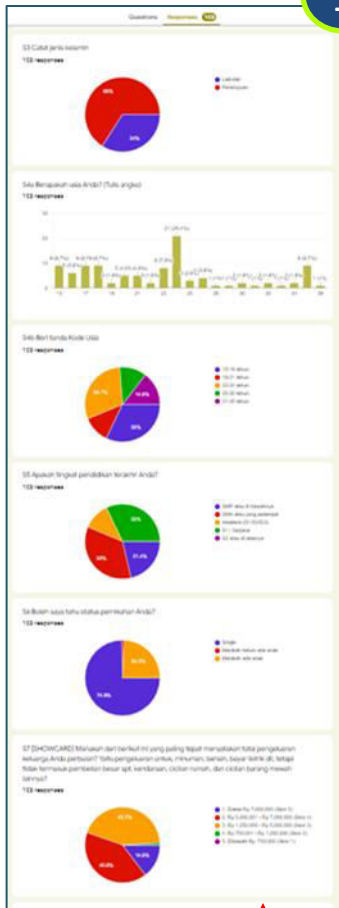
With Solution for Multiple Data in A Cell, Splitter Will Make your Excel *powerful* survey analytics tool

Pro version

June 2020

maxi

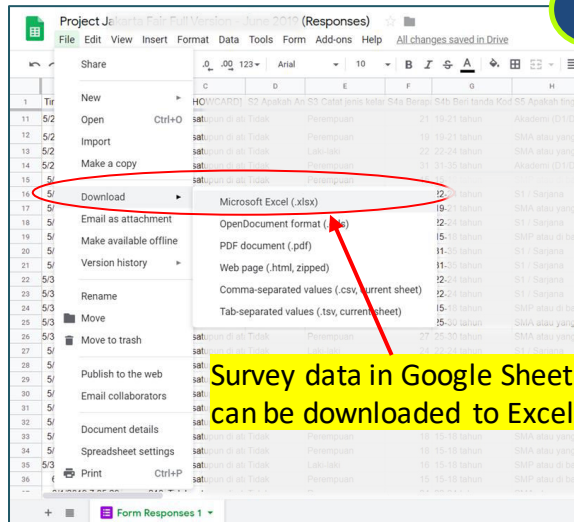
Google Forms Summary Result and Survey Raw Data



Summary Result in Google Forms

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

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



Survey data in Google Sheet can be downloaded to Excel

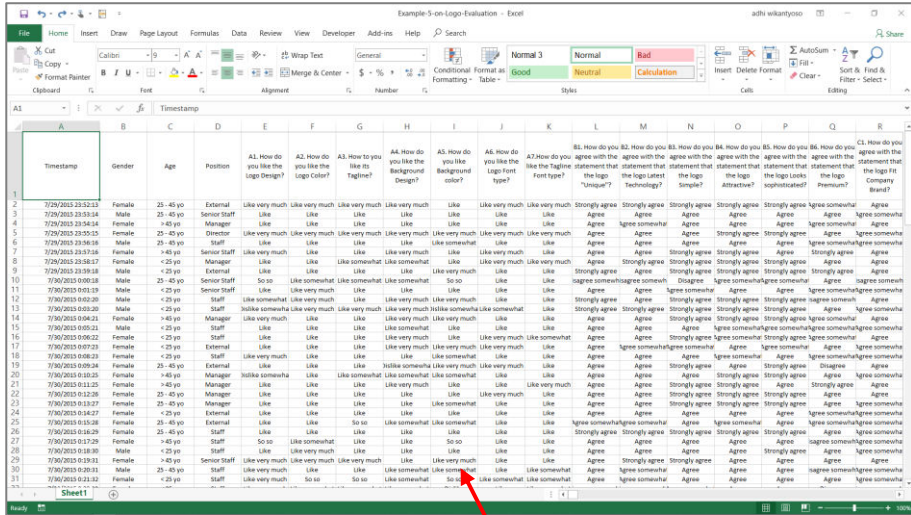
2 Raw data is available in Google Sheet. Column represents question while row respondent. For each cell contains answer for certain question for a particular respondent. The one cell format applies regardless of question type: single answer, multiple answer, or open end. Pivot table use for Google Forms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

Download Links

- Download Splitter Pro version program from our Google Drive [here](#)
 - How to Install and Run Splitter in Appendix of this tutorial
- Download Excel file for exercise in this tutorial
 - Product Test. Download [here](#).



SPLITTER PRO VERSION OVERVIEW

Open Google Forms Survey Data in Excel

- Prepare data (1) Download Google Forms survey data as Excel or (2) copy the data to a sheet in a new workbook/Excel file. 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, sheet located on the front (you can see the data in the sheet). Click Splitter Pro.

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi wikantoso

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

Splitter Pro

Menu Commands

A1

Timestamp

Top row contains questions in the questionnaire

GOOGLE FORMS SURVEY DATA DOWNLOADED AS EXCEL

Data starts at A1

Splitter Pro button in Add-Ins tab

IN COLUMN P, ANSWERS TO OPEN QUESTION, MULTIPLE DATA IN A CELL

In each row are answers for a particular respondent. Each column is answer to each question in the questionnaire

Sheet containing survey data should be the top sheet if you have several sheets on workbook

IN COLUMN Q, ANSWER TO OPEN QUESTION NUMERIC

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	Timestamp	Gender	Age Group	Social Economic Status	B1 How do you like the appearance?	B2a How do you like the color?	B2b What do you think about the color, is it...?	B3 How do you like the overall taste?	B4a How do you like the sweetness?	B4b On the tanginess, is it...?	B5a How do you like the tanginess?	B5b On the thickness/ uicy-ness of the product, is it...?	B6a How do you like the thickness/ uicy-ness of the product, is it...?	B6b On the thickness/ uicy-ness of the product, is it...?	B7 What is your overall liking towards the product?	C1. Any comments about the product?	D1. Your expected price for the product?
1																	
2	7/29/2015 22:47:31	Female	13 - 17 yo	Middle	Like	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like	Just right	Like	Sweetness just right, orange taste good, soft granule	2.5
3	7/29/2015 22:48:32	Male	13 - 17 yo	Middle low	Like	Like	Just right	Like somewhat	Like somewhat	Like too weak	Like	Just right	Like somewhat	Just right	Like somewhat	Not too sour, sweetness just right, easy to drink, nice orange aroma	3
4	7/29/2015 22:49:32	Male	18 - 24 yo	Middle low	Like	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like somewhat	Just right	Like somewhat	Like real orange, fresh taste, taste better when cold	3.5
5	7/29/2015 22:50:33	Male	13 - 17 yo	Upper 1	Like	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like somewhat	Just right	Like somewhat	Like, sweetness just right, pulp is soft	3
6	7/29/2015 22:51:34	Male	18 - 24 yo	Upper 1	Like	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like somewhat	Just right	Like somewhat	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	1
7	7/29/2015 22:52:34	Male	18 - 24 yo	Middle	Like	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like somewhat	Just right	Like somewhat	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	1.5
8	7/29/2015 22:53:35	Male	13 - 17 yo	Middle low	Like very much	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like somewhat	Just right	Like somewhat	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	4
9	7/29/2015 22:54:36	Male	18 - 24 yo	Upper 2	Like	Like somewhat	Like too strong	Like	Like	Just right	Like	Just right	Like somewhat	Just right	Like somewhat	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	2
10	7/29/2015 22:55:36	Male	18 - 24 yo	Middle low	Like	Like very much	Just right	Like very much	Like	Just right	Like	Just right	Like somewhat	Just right	Like very much	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	2.75
11	7/29/2015 22:56:37	Male	18 - 24 yo	Middle	Like somewhat	Like very much	Just right	Like	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	3.75
12	7/29/2015 22:57:38	Female	13 - 17 yo	Upper 2	Like	Like very much	Just right	Like somewhat	Like somewhat	Like too weak	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	4
13	7/29/2015 22:58:38	Female	25 - 30 yo	Middle	Like somewhat	Like somewhat	Like too strong	Like	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	5
14	7/29/2015 22:59:39	Male	13 - 17 yo	Middle	Like somewhat	Like somewhat	Like too strong	Like	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	5
15	7/29/2015 23:00:40	Female	18 - 24 yo	Middle	Like somewhat	Like somewhat	Like too strong	Like	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	3
16	7/29/2015 23:01:40	Female	25 - 30 yo	Middle	Like	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	3.25
17	7/29/2015 23:02:41	Male	18 - 24 yo	Middle	Like	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	4.25
18	7/29/2015 23:03:42	Female	13 - 17 yo	Middle	Like somewhat	Like somewhat	Like too strong	Like very much	Like very much	Just right	Like very much	Just right	Like very much	Just right	Like very much	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	3
19	7/29/2015 23:04:42	Female	25 - 30 yo	Upper 2	Like	Like very much	Just right	Like	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	2
20	7/29/2015 23:05:43	Male	18 - 24 yo	Middle low	So so	Like	Just right	Like	Like	Just right	Like	Just right	Like somewhat	Just right	Like somewhat	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	2.5
21	7/29/2015 23:06:43	Female	18 - 24 yo	Middle low	Like	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	2.25
22	7/29/2015 23:07:44	Female	18 - 24 yo	Middle	Like	Like	Just right	Like very much	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	4
23	7/29/2015 23:08:45	Male	18 - 24 yo	Middle	Like somewhat	Like	Just right	Like	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	2.5
24	7/29/2015 23:09:45	Male	13 - 17 yo	Middle low	Like	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	5
25	7/29/2015 23:10:46	Male	13 - 17 yo	Upper 2	Like	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	3
26	7/29/2015 23:11:47	Male	13 - 17 yo	Middle low	Like	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	5
27	7/29/2015 23:12:47	Male	13 - 17 yo	Middle	Like somewhat	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	4.75
28	7/29/2015 23:13:48	Female	13 - 17 yo	Upper 2	Like very much	Like very much	Just right	Like very much	Like	Just right	Like	Just right	Like very much	Just right	Like very much	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	3
29	7/29/2015 23:14:49	Female	18 - 24 yo	Upper 2	Like somewhat	Like	Just right	Like somewhat	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	4.25
30	7/29/2015 23:15:49	Male	13 - 17 yo	Middle	Like	Like	Just right	Like very much	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	4.5
31	7/29/2015 23:16:50	Female	18 - 24 yo	Middle low	Like very much	Like	Just right	Like	Like	Just right	Like	Just right	Like somewhat	Just right	Like	Like, sweetness just right, granules are soft, the orange color is natural, bright, attractive	3.5

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.

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi wikantyoso

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

Splitter Pro

Menu Commands

A1

Analytics Tabs

Splitter Pro v2.7 maxiresearch.com

Analytics Window

Questions in the questionnaire

Question

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

Across

Grid

Filter

Numeric

Coding

Search

Output

Set Up

RUN CLEAR CLEAR ALL EXIT

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

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

New Sheet Form Response 1

Ready 100%

Set Up – Automatic Coding Result

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

Example-4-on-Brand-Image-and-Product-Test - English - Excel

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

Splitter Pro

Menu Commands

A1

Now in Set Up tab

Splitter Pro v2.7 maxiresearch.com

Question: C1. Any comments about the product?

Across

Grid

Filter

Numeric

Coding

Search

Output

Set Up

Coded Text

Label

Switch Coding Method

Cell

Not coded/Numeric

1 Sweetness just right

2 orange taste good

3 soft orange sacs

4 Not too sour

5 sweetness just right

6 easy to drink

7 nice orange aroma

8 Orange granule makes it like real orange

9 fresh taste

10 taste better when cold

11 Just right orange taste

12 pulp is soft

Up

Down

Clear

Uninstall

Automatic coding result for answers for this question :
1=Sweetness just right, 2=orange taste good, 3 = soft orange sacs and so on

Selected label up

Selected label down

Clear Selection

*Coding = Assigning number to text data so that it can create tables
This includes automatic coding from open end question like the example here.
Remember that for open question, for first time opening Splitter, the automatic coding result most likely will still need further manual review and editing.

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

Now in Question tab

Splitter Pro v2.7 maxiresearch.com

Question

Across

Grid

Filter

Numeric

Coding

Search

Output

Set Up

☐ Timestamp

☐ Gender

☐ Age Group

☐ Social Economic Status

☐ B1 How do you like the appearance?

☐ B2a How do you like the color ?

☐ B2b What do you think about the color, is it...?

☐ B3 How do you like the overall taste?

☐ B4a. How do you like the sweetness?

☐ B4b. On the sweetness, is it...?

☐ B5a. How do you like the tanginess?

☐ B5b. On the tanginess, is it...?

☐ B6a. How do you like the thickness/juicy-ness of the product?

☐ B6b. On the thickness/juicy-ness of the product, is it...?

☐ B7 What is your overall liking towards the product?

☒ C1. Any comments about the product?

☐ D1. Your expected price for the product?

RUN CLEAR CLEAR ALL EXIT

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi wikantyo

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

O3

C1. Any comments about the product?

C1. Any comments about the product?

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

Cross-tabulations

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

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi wikantyo

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

O3

C1. Any comments about the product?

Now in Across tab

Splitter Pro v2.7 maxiresearch.com

Question

Across

Grid

Filter

Numeric

Coding

Search

Output

Set Up

Timestamp

Gender

Age Group

Social Economic Status

B1 How do you like the appearance?

B2a How do you like the color ?

B2b What do you think about the color, is it...?

B3 How do you like the overall taste?

B4a. How do you like the sweetness?

B4b. On the sweetness, is it...?

B5a. How do you like the tanginess?

B5b. On the tanginess, is it...?

B6a. How do you like the thickness/juicy-ness of the product?

B6b. On the thickness/juicy-ness of the product, is it...?

B7 What is your overall liking towards the product?

C1. Any comments about the product?

D1. Your expected price for the product?

APPLY

CLEAR

C1. Any comments about the product?

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

New Sheet Form Response 1

Ready

Filter

- When we want to create tables from respondents with certain criteria only.

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi.wikantyo

Filter: Social Economic Status = Middle Upper 1 Upper 2

Now in Filter tab

Splitter Pro v2.7 maxiresearch.com

Question: Filter1

Across: Social Economic Status

Grid: ☒ Middle, ☐ Middle low, ☒ Upper 1, ☒ Upper 2

Filter: ☒ Middle, ☒ Upper 1, ☒ Upper 2

OK to QUESTION, OK to GRID, CLEAR ALL FILTERS, ADD FILTER

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

Splitter Pro Analytics Tabs and Important Information

Across : If in addition to selecting questions in Question tab you also select 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.

Grid : Another location to produce tables other than Question tab. It is for showing in one table multiple questions having the same labels.

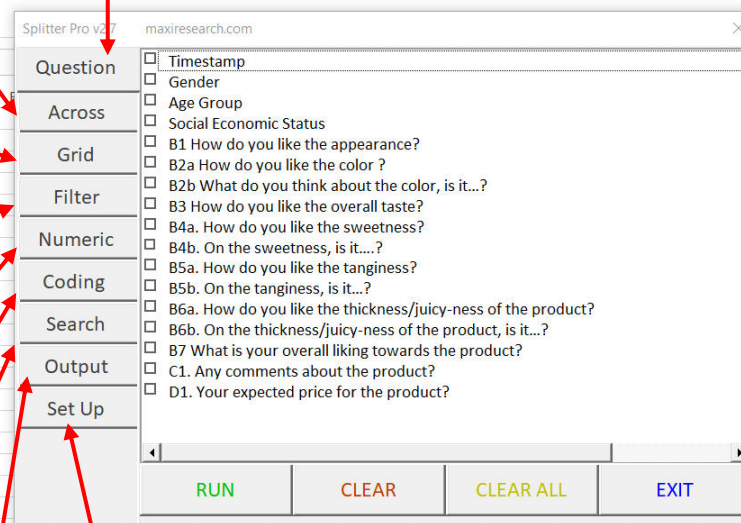
Filter : To select respondents by applying criteria from which the tables are created.

Numeric : To code numeric data, create groups with selected criteria

Coding : Coding functions to analyze text (edit/add/combine/exclude)

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

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.



Setup: To order label

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

- 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-4-on-Brand-Image-and-Product-Test - English - Excel

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Timestamp

Question

Switch coding

Label coding

Across

C1. Any comments about the product?

Filter

Numeric

Coding

Search

Output

Set Up

1 Sweetness just right

2 orange taste good

3 soft granule

4 Not too sour

5 sweetness just right

6 easy to drink

7 nice orange aroma

8 Orange granule makes it like real orange

9 fresh taste

10 taste better when cold

11 Just right orange taste

12 pulp is soft

“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.

We are in survey data sheet

Form Response 1

In Google Forms, in Checkboxes question type where multiple answer is allowed, the separator between option answer is using comma.

Set Up Tab (2)

- “Cell” coding

Example 4-on-Brand-Image-and-Product-Test - English - Excel

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Timestamp

Question

Switch coding

Cell coding

Answers to open end question

Coding result

“Cell” coding will capture whole cell content as individual data and list down all individual data that make up all answers.

We are in survey data sheet

As for default, Splitter uses “Label” coding. The result between “Label” and “Cell coding” will be the same if there is no multiple data in a cell, that is no comma sign in cell content

Set Up Tab (3)

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

Question: C1. Any comments about the product?

Across: C1. Any comments about the product?

Grid: Coded Text

Filter: Label

Numeric: Switch Coding Method

Coding: Coded Text

Search: 1 Sweetness just right, 2 orange taste good, 3 soft granule etc

Output: Coded Text

Set Up: Up, Down, Clear

Code number is used to calculate average and standard deviation (of answers).

Selected label up

Selected label down

Clear Selection

Coding result for this question :
1= Sweetness just right,
2= orange taste good
3= soft granule etc

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

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.

Table for this question

Now in Question tab

Select question(s)

Click Run to create table(s)

Resp	Total
Like	104
Like very much	70.2%
Like somewhat	8.7%
Do not like	15.4%
Do not like somewhat	1.9%
So so	2.9%
Total	100.0%

Table for the same question after reorder label in Set Up tab, Add new label in Coding tab, add average and std dev in Output tab

Additional label, Add in Coding tab

Can produce multiple tables at once

Resp	Total
Do not like very much	0.0%
Do not like	1.9%
Do not like somewhat	1.0%
So so	2.9%
Like somewhat	15.4%
Like	70.2%
Like very much	8.7%
Total	100.0%
Average	5.769
StdDev	0.839

Reorder label and add label is often necessary for example for average calculation, that we have to have full scale and in correct label order (therefore the code number)

The changes made in label order and/or additional label will be saved if you save the file.

Across Tab

- Across tab has similar window display with that in Question tab. Here we select questions to be across variables from which tables are created in addition to the summary/total, ie cross-tabulation.

The checked questions Question tab and in Across tab will create cross-tabulation

Showing the tables by Gender and Age as checked in Across tab

Table for each segment

Now in Across tab

Click to apply selection back to Question tab.

To clear checked questions

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.

	Total	Gender	Age Group			
		Male	Female	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	104	52	52	46	28	30
Do not like very much	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Do not like	1.9%	0.0%	3.8%	0.0%	7.1%	0.0%
Do not like somewhat	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
So so	2.9%	5.8%	0.0%	0.0%	10.7%	0.0%
Like somewhat	15.4%	19.2%	11.5%	15.2%	17.9%	13.3%
Like	70.2%	69.2%	71.2%	78.3%	42.9%	83.3%
Like very much	8.7%	3.8%	13.5%	6.5%	17.9%	3.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	5.769	5.673	5.865	5.913	5.393	5.900
StdDev	0.839	0.734	0.929	0.463	1.397	0.403

	Total	Gender	Age Group			
		Male	Female	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	104	52	52	46	28	30
Do not like very much	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Do not like	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
Do not like somewhat	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
So so	1.9%	1.9%	1.9%	4.3%	0.0%	0.0%
Like somewhat	19.2%	17.3%	21.2%	28.3%	10.7%	13.3%
Like	44.2%	46.2%	42.3%	30.4%	46.4%	63.3%
Like very much	32.7%	32.7%	32.7%	37.0%	35.7%	23.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	6.029	6.058	6.000	6.000	6.000	6.100
StdDev	0.919	0.873	0.970	0.919	1.186	0.607

Grid Tab

- In addition to Question tab, another location you can also produce table is in Grid tab. In Grid tab we select multiple questions to be shown horizontally as grid, instead of one by one downward as in Question tab. Splitter recognizes grid when a set of question have similar set of answer options (Labels)

Every checked question creates table to the right.
Each question has the same labels. Labels only shown once on the first checked question only.

Now in Grid tab

Each question has to have the same labels and in the same order.
To add label go to Coding tab

If no one answered particular label/option answer then in autocoding there will not be such label identified. In this example for each question we added "Do not like very much" in Coding tab.

Click to produce tables on checked questions

To clear checked questions

To clear checked questions and filter

Exit Splitter

	B1 How do you like the appearance?	B2a How do you like the color ?	B3 How do you like the overall taste?	B4a. How do you like the sweetness?	B5a. How do you like the tanginess?	B6a. How do you like the thickness/juicy-ness of the product?	B7 What is your overall liking towards the product?
Resp	104	104	104	104	104	104	104
Do not like very much	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Do not like	1.9%	1.9%	1.0%	1.9%	1.0%	2.9%	0.0%
Do not like somewhat	1.0%	2.9%	1.0%	7.7%	2.9%	7.7%	0.0%
So so	2.9%	0.0%	1.9%	1.9%	1.0%	1.9%	3.8%
Like somewhat	15.4%	10.6%	19.2%	6.7%	20.2%	12.5%	23.1%
Like	70.2%	75.0%	44.2%	65.4%	67.3%	57.7%	48.1%
Like very much	8.7%	9.6%	32.7%	16.3%	7.7%	17.3%	25.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	5.769	5.827	6.029	5.750	5.731	5.663	5.942
StdDev	0.839	0.864	0.919	1.121	0.815	1.196	0.798

Filter Tab (1)

- In the Filter tab, we specify the criteria (sub sample) from which the tables are created.
- A filter can be used when producing table in Question tab or Grid tab.

The screenshot displays the Maximizer software interface with the 'Filter' tab selected. The 'Question' dropdown is set to 'Filter1'. The 'Across' dropdown is set to 'Social Economic Status'. The 'Grid' section shows a list of categories: 'Middle' (checked), 'Middle low' (unchecked), 'Upper 1' (checked), and 'Upper 2' (checked). The 'Filter' section is currently empty. The 'Numeric', 'Coding', 'Search', 'Output', and 'Set Up' sections are also empty. The bottom of the window features four buttons: 'OK to QUESTION', 'OK to GRID', 'CLEAR ALL FILTERS', and 'ADD FILTER'. Red arrows point from yellow text boxes to these elements.

Drop down menu to select filter question

Filter 1

Now in Filter tab

In a selected question for filter, check which one you will use for filter. If more than 1 is checked, that means "OR". Here respondents whose social economic are Middle, Upper 1 OR Upper 2

Click to confirm filter selection, go back to Question tab

Click to confirm filter selection, go back to Grid tab

Clear All Filters

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

Filter Tab (2)

- Filter used in Question tab

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi wikantyo

Now we are on Question tab

The top of tables shows filter used.

Tables for each segment after Filter

Filter: Social Economic Status = Middle Upper 1 Upper 2
B1 How do you like the appearance?

Click to Produce tables

Tables for second question also Filtered

B4a. How do you like the sweetness?

	Total	Male	Female	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	71	34	37	32	17	22
Do not like very much	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Do not like	1.4%	0.0%	2.7%	0.0%	5.9%	0.0%
Do not like somewhat	1.4%	2.9%	0.0%	0.0%	5.9%	0.0%
So so	1.4%	2.9%	0.0%	0.0%	5.9%	0.0%
Like somewhat	19.7%	26.5%	13.5%	18.8%	29.4%	13.6%
Like	70.4%	67.6%	73.0%	75.0%	47.1%	81.8%
Like very much	5.6%	0.0%	10.8%	6.3%	5.9%	4.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	5.732	5.588	5.865	5.875	5.235	5.909
StdDev	0.774	0.701	0.822	0.492	1.251	0.426

	Total	Male	Female	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	71	34	37	32	17	22
Do not like very much	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Do not like	2.8%	2.9%	2.7%	3.1%	5.9%	0.0%
Do not like somewhat	9.9%	17.6%	2.7%	15.6%	5.9%	4.5%
So so	2.8%	2.9%	2.7%	6.3%	0.0%	0.0%
Like somewhat	8.5%	0.0%	16.2%	12.5%	0.0%	9.1%
Like	60.6%	61.8%	59.5%	46.9%	70.6%	72.7%
Like very much	15.5%	14.7%	16.2%	15.6%	17.6%	13.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	5.606	5.441	5.757	5.313	5.765	5.909
StdDev	1.248	1.440	1.038	1.424	1.300	0.811

Filter Tab (3)

- The same filter used in Grid tab

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi wikantoso

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

Now we are on Grid tab

The top of tables shows filter used.

Filter: Social Economic Status = Middle Upper 1 Upper 2

Question

Across

Grid

Filter

Numeric

Coding

Search

Output

Set Up

RUN CLEAR CLEAR ALL EXIT

Click to Produce tables

	B1 How do you like the appearance?	B2a How do you like the color ?	B3 How do you like the overall taste?	B4a. How do you like the sweetness?	B5a. How do you like the tanginess?	B6a. How do you like the thickness/juicy-ness of the product?	B7 What is your overall liking towards the product?
Resp	71	71	71	71	71	71	71
Do not like very much	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Do not like	1.4%	2.8%	1.4%	2.8%	1.4%	4.2%	0.0%
Do not like somewhat	1.4%	4.2%	1.4%	9.9%	2.8%	11.3%	0.0%
So so	1.4%	0.0%	2.8%	2.8%	1.4%	2.8%	4.2%
Like somewhat	19.7%	14.1%	21.1%	8.5%	21.1%	14.1%	22.5%
Like	70.4%	70.4%	45.1%	60.6%	63.4%	50.7%	56.3%
Like very much	5.6%	8.5%	28.2%	15.5%	9.9%	16.9%	16.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	5.732	5.704	5.915	5.606	5.718	5.465	5.859
StdDev	0.774	0.991	0.982	1.248	0.881	1.361	0.743

Numeric Tab (1)

- In numeric tab, Splitter will 'code numeric values' so tables can be created.
 - Numeric values include integers, 0, minus, or fraction. The numeric values should be free of units (\$, km, kg, etc) or any sign (>,<=,<) or range (5 - 10).

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi wikantoso

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

Splitter Pro

Menu Commands

A1

Timestamp

IN COLUMN Q, OPEN QUESTION THAT EXPECTS NUMERIC ANSWER

Numbers that are free of units or symbols are treated as numeric

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	Timestamp	Gender	Age Group	Social Economic Status	B1 How do you like the appearance?	B2a How do you like the color?	B2b What do you think about the color, is it...?	B3 How do you like the overall taste?	B4a How do you like the sweetness?	B4b On the sweetness, is it...?	B5a How do you like the tanginess?	B5b On the tanginess, is it...?	B6a How do you like the thickness/ uicy-ness of the product?	B6b On the thickness/ uicy-ness of the product, is it...?	B7 What is your overall liking towards the product?		D1. Your expected price for the product?
1																	
2	7/29/2015 22:47:31	Female	13 - 17 yo	Middle	Like	Like	Just right	ike somewhat	Like	Just right	Like	Just right	Like	Just right	Like	Sweetness just right, orange taste good, soft granule	2.5
3	7/29/2015 22:48:32	Male	13 - 17 yo	Middle low	Like	Like	Just right	ike somewhat	ike somewhat	bit too weak	Like	Just right	ike somewhat	Just right	ike somewhat	Not too sour, sweetness just right, easy to drink, nice orange aroma	3
4	7/29/2015 22:49:32	Male	18 - 24 yo	Middle low	Like	ike very much	Just right	ike very much	Like	Just right	Like	Just right	ike somewhat	Just right	ike very much	Orange granule makes it like real orange, fresh taste, taste better when cold	3.5
5	7/29/2015 22:50:33	Male	13 - 17 yo	Upper 1	Like	Like	Just right	Like	Like	Just right	Like	Just right	Like	Just right	Like	Just right orange taste, sweetness just right, pulp is soft	3
6	7/29/2015 22:51:34	Male	18 - 24 yo	Upper 1	Like	Like	Just right	ike very much	Like	Just right	Like	Just right	Like	Just right	Like	Orange feels fresh, sweetness just right, granules are soft, the orange color is natural, bright, attractive	1.5
7	7/29/2015 22:52:34	Male	18 - 24 yo	Middle	Like	Like	Just right	Like	Like	Just right	Like	Just right	Like	Just right	Like	Taste like the real fruit, orange granule size not too big, soft orange granule, sweetness just right	1
8	7/29/2015 22:53:35	Male	13 - 17 yo	Middle low	ike very much	Like	Just right	ike very much	ike very much	Just right	Like	Just right	Like	Just right	ike very much	taste like orange juice, unique pulp, fresh sour taste	4
9	7/29/2015 22:54:36	Male	18 - 24 yo	Upper 2	Like	ike somewhat	bit too strong	Like	Like	Just right	Like	Just right	Like	Just right	Like	Real sweet, not from artificial sweetener, full of orange pulp, soft pulp	2
10	7/29/2015 22:55:36	Male	18 - 24 yo	Middle low	Like	ike very much	Just right	ike very much	Like	Just right	Like	Just right	Like	Just right	ike very much	color is bright orange, I like orange vesicles	2.75
11	7/29/2015 22:56:37	Male	18 - 24 yo	Middle	ike somewhat	ike very much	Just right	ike very much	Like	Just right	Like	Just right	So so	ike bit too weak	Like	fresh drink, fresh orange juice, pulp is soft	3.75
12	7/29/2015 22:57:38	Female	13 - 17 yo	Upper 2	Like	ike very much	Just right	ike somewhat	ike somewhat	bit too weak	Like	Just right	Like	Just right	Like	fresh orange juice, sweet, soft juice vesicles, just right sourness, I like its appearance, brightness just right	4
13	7/29/2015 22:58:38	Female	25 - 30 yo	Middle	ike somewhat	ike somewhat	bit too strong	Like	Like	Just right	Like	Just right	ike somewhat	bit too weak	Like	Tastes delicious, I like the soft pulp, just right mix sweet and sour	5
14	7/29/2015 22:59:39	Male	13 - 17 yo	Middle	ike somewhat	ike somewhat	bit too weak	ike somewhat	ike somewhat	bit too weak	ike somewhat	bit too weak	ike somewhat	bit too weak	ike somewhat	Sweet orange juice, taste like real orange, fresh vesicles	5
15	7/29/2015 23:00:40	Female	18 - 24 yo	Upper 2	Don't like	Don't like	Too strong	Don't like	Don't like	ike bit too weak	Don't like	Too strong	Don't like	ike bit too weak	ike somewhat	Sweetness just right, small granules, not too sour, color not pale	3
16	7/29/2015 23:01:40	Female	25 - 30 yo	Upper 2	Like	Like	Just right	Like	ike very much	Just right	ike very much	Just right	ike very much	Just right	Like	Sweetness is spot on, pulp is chewy	3.25
17	7/29/2015 23:02:41	Male	18 - 24 yo	Upper 1	ike somewhat	ike somewhat	bit too weak	Like	ike very much	Just right	Like	Just right	ike somewhat	bit too weak	ike somewhat	Orange juice is fresh and delicious, Sweetness and Sourness is just right, Soft granules, Fresh orange	4.25
18	7/29/2015 23:03:42	Male	13 - 17 yo	Middle	ike somewhat	ike somewhat	bit too strong	ike very much	ike very much	Just right	ike very much	Just right	ike very much	Just right	ike very much	Sweetness is perfect, tasty orange juice, soft vesicles	3
19	7/29/2015 23:04:42	Female	25 - 30 yo	Upper 2	ike very much	Like	Just right	ike very much	Like	Just right	Like	Just right	ike very much	Like	Just right	Tasty orange juice, sweetness is ok, rich pulp	2
20	7/29/2015 23:05:43	Male	18 - 24 yo	Middle low	So so	Like	Just right	Like	Like	Just right	Like	Just right	ike somewhat	bit too strong	ike somewhat	Amount of soft granules, Sourness and color just right	2.5
21	7/29/2015 23:06:43	Female	18 - 24 yo	Middle low	Like	Like	Just right	ike somewhat	Like	Just right	ike somewhat	ike somewhat	Like	Just right	Like	Soft piece of orange vesicles, orange juice taste good, sweet and sourness spot on, aroma like the f	2.25
22	7/29/2015 23:07:44	Female	18 - 24 yo	Middle	Like	Like	Just right	ike very much	Like	bit too strong	ike somewhat	ike somewhat	ike somewhat	bit too strong	ike very much	Orange taste delicious, sweetness just right, with soft pulp	4
23	7/29/2015 23:08:45	Male	18 - 24 yo	Middle	ike somewhat	Like	Just right	Like	Like	Just right	Like	Just right	ike somewhat	bit too weak	ike very much	Soft juice sacs, just like real orange, fresh orange taste	3.5
24	7/29/2015 23:09:45	Male	13 - 17 yo	Middle low	Like	Like	Just right	ike very much	ike very much	bit too strong	Like	Just right	ike very much	Just right	ike very much	Sweet orange juice, tasty vesicles, fresh orange aroma	3.25
25	7/29/2015 23:10:46	Male	13 - 17 yo	Upper 2	Like	Like	Just right	Like	ike very much	Just right	ike somewhat	bit too strong	Like	Just right	Like	I like the sweet taste, sweetness just right, fresh orange taste, soft vesicles, natural orange aroma,	3
26	7/29/2015 23:11:47	Male	13 - 17 yo	Middle low	Like	Like	Just right	ike very much	ike very much	bit too strong	Like	Just right	ike bit too strong	ike bit too strong	ike bit too strong	I like the sweet taste, sweetness just right, fresh orange taste, soft vesicles, natural orange aroma,	5
27	7/29/2015 23:12:47	Male	13 - 17 yo	Middle	ike somewhat	Like	bit too strong	Like	Like	Just right	Like	Just right	Don't like	ike bit too strong	Like	Its vesicles taste good, the juice taste like from 100% natural orange, soft vesicles, orange taste sp	4.75
28	7/29/2015 23:13:48	Female	13 - 17 yo	Upper 2	ike very much	ike very much	Just right	ike very much	Like	Just right	Like	Just right	ike very much	Just right	ike very much	Sweetness just right, taste like natural orange, soft vesicles	3
29	7/29/2015 23:14:49	Female	18 - 24 yo	Upper 2	ike somewhat	Like	Just right	ike very much	Like	Just right	Like	Just right	ike very much	Just right	Like	Taste like vitamin drinks, taste fresh, amount of vesicles/granules/pulp just right	4.25
30	7/29/2015 23:15:49	Male	13 - 17 yo	Middle	Like	Like	Just right	ike very much	Like	Just right	Like	Just right	ike somewhat	bit too weak	Like	Soft pulp, sourness just right, orange taste just right	4.5
31	7/29/2015 23:16:50	Female	18 - 24 yo	Middle low	ike very much	Like	Just right	Like	Like	Just right	ike somewhat	bit too strong	Like	Just right	Like	Sweet, tastes like natural orange, soft granules, chewy pulp	3.5

Sheet1

Ready

86%

Numeric Tab (2)

- The 'numeric data coding' in Splitter aims to create groups of numbers by setting group criteria

The screenshot shows the Splitter Pro v2.7 software interface, which is used for creating groups of numbers based on specific criteria. The interface includes a main window with a 'Question' tab, a 'Grid' tab, a 'Filter' tab, a 'Numeric' tab, a 'Coding' tab, a 'Search' tab, an 'Output' tab, and a 'Set Up' tab. The 'Numeric' tab is currently selected, showing a table of data with columns for respondent number, column 1 content (Timestamp or respondent ID), and numeric data for each respondent.

Annotations and their corresponding features:

- Drop down menu to show question with numeric data:** Points to the 'Question' dropdown menu in the 'Numeric' tab.
- Highlight if you want to edit the value:** Points to the 'Edit Highlighted ID/Case' button in the 'Coding' tab.
- Edit here:** Points to the 'Edit Highlighted ID/Case' input field in the 'Coding' tab.
- Coding for numeric starts here:** Points to the 'Coding' tab.
- Select whether to use 2 operators or 1 operator. 2 operators two boxes will display, 1 operator only 1 display on the right:** Points to the '2 operators' and '1 operator' radio buttons in the 'Coding' tab.
- Enter the lower and upper value for group criteria. If 1 operator only the right box need value:** Points to the input fields for 'Min' and 'Max' values in the 'Coding' tab.
- Click Apply to code after all criteria is set:** Points to the 'APPLY CODING' button in the 'Coding' tab.
- Clear criteria and the previous group data:** Points to the 'Clear' button in the 'Coding' tab.
- Press set criteria after each group criteria is set. Group criteria will show on the box below:** Points to the 'SET CRITERIA' button in the 'Coding' tab.
- Respondent number search result:** Points to the 'Search ID/Case' input field in the 'Search' tab.
- Search function, to look for respondent number having specific value:** Points to the 'Search' tab.
- Minimum and maximum value found in the data:** Points to the 'Min' and 'Max' input fields in the 'Numeric' tab.
- There are 3 columns in this box: respondent number, column 1 content (Timestamp or respondent ID), and numeric data for each respondent:** Points to the data table in the 'Numeric' tab.

Respondent Number	Column 1 Content (Timestamp or respondent ID)	Numeric Data
1	7/29/	2.5
2	7/29/	3
3	7/29/	3.5
4	7/29/	5
5	7/29/	1
6	7/29/	1.5
7	7/29/	4
8	7/29/	2
9	7/29/	2.75

Numeric Tab (3)

Example : Creating Groups of Numeric Values

- Suppose after looking at the data, we would make 3 groups out of these numbers < 2 , $2 \leq x \leq 4$, and > 4

Select 1 operator
Select option $<$

Fill in "2" in the right box.

Select 2 operators
Select option \leq and \geq

Fill in "2" in the left and "4" in the right box.

Select 1 operator
Select option $>$

Fill in "4" in the right box.

Coding

☐ 2 operators ☒ 1 operator

☐ $<$ ☐ $>$ ☐ \leq ☐ \geq ☐ $=$

2

SET CRITERIA

APPLY CODING

Clear

Hit set criteria

Temporary criteria shows here

Coding

☒ 2 operators ☐ 1 operator

2 ☐ $<$ ☐ $>$ ☒ \leq ☒ \geq 4

SET CRITERIA

1 $x < 2$

APPLY CODING

Clear

Hit set criteria

Temporary criteria updated

Coding

☐ 2 operators ☒ 1 operator

☐ $<$ ☐ $>$ ☐ \leq ☐ \geq ☐ $=$

4

SET CRITERIA

1 $x < 2$
2 $2 \leq x \leq 4$

APPLY CODING

Clear

Hit set criteria

After all criteria has been set

Click apply to code

Coding

☐ 2 operators ☒ 1 operator

☐ $<$ ☐ $>$ ☐ \leq ☐ \geq ☐ $=$

SET CRITERIA

1 $x < 2$
2 $2 \leq x \leq 4$
3 $x > 4$

APPLY CODING

Clear

Coded

Notification that numeric data has been coded

Numeric Tab (4)

Example : Creating Groups of Numeric Values

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi wikanyoso

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

O3

D1. Your expected price for the product?

Question

Across

Grid

Filter

Numeric

Coding

Search

Output

Set Up

Timestamp

Gender

Age Group

Social Economic Status

B1 How do you like the appearance?

B2a How do you like the color?

B2b What do you think about the color, is it...?

B3 How do you like the overall taste?

B4a. How do you like the sweetness?

B4b. On the sweetness, is it...?

B5a. How do you like the tanginess?

B5b. On the tanginess, is it...?

B6a. How do you like the thickness/juicy-ness of the product?

B6b. On the thickness/juicy-ness of the product, is it...?

B7 What is your overall liking towards the product?

C1. Any comments about the product?

D1. Your expected price for the product?

Resp

Total

Gender

Male

Female

Age Group

13 - 17 yo

18 - 24 yo

25 - 30 yo

x < 2

2 <= x <= 4

x > 4

104

52

52

46

28

30

13.5%

9.6%

17.3%

10.9%

17.9%

13.3%

68.3%

69.2%

67.3%

69.6%

64.3%

70.0%

18.3%

21.2%

15.4%

19.6%

17.9%

16.7%

100.0%

100.0%

100.0%

100.0%

100.0%

100.0%

Coding result

Run

Clear

Clear All

Some notes:

- If the numeric data not coded yet when try to run table, there will be message box to check numeric coding.
- To start new grouping from scratch, just hit clear button and set new criteria.
- You can use groups coding result in Across or Filter tab
- If you set criteria non exclusively (example $x < 2$ and $1 < x < 3$) then there will be chances that 1 response will be counted more than 1.
- If you save the workbook, the coding result will remain.

Timestamp

Gender

Age Group

Social Economic Status

B1 How do you like the appearance?

B2a How do you like the color?

B2b What do you think about the color, is it...?

B3 How do you like the overall taste?

B4a. How do you like the sweetness?

B4b. On the sweetness, is it...?

B5a. How do you like the tanginess?

B5b. On the tanginess, is it...?

B6a. How do you like the thickness/juicy-ness of the product?

B6b. On the thickness/juicy-ness of the product, is it...?

B7 What is your overall liking towards the product?

C1. Any comments about the product?

D1. Your expected price for the product?

Resp

Total

Gender

Male

Female

Age Group

13 - 17 yo

18 - 24 yo

25 - 30 yo

x < 2

2 <= x <= 4

x > 4

104

52

52

46

28

30

13.5%

9.6%

17.3%

10.9%

17.9%

13.3%

68.3%

69.2%

67.3%

69.6%

64.3%

70.0%

18.3%

21.2%

15.4%

19.6%

17.9%

16.7%

100.0%

100.0%

100.0%

100.0%

100.0%

100.0%

Numeric values

Coding Tab – Editing Answers to Open End Questions (1)

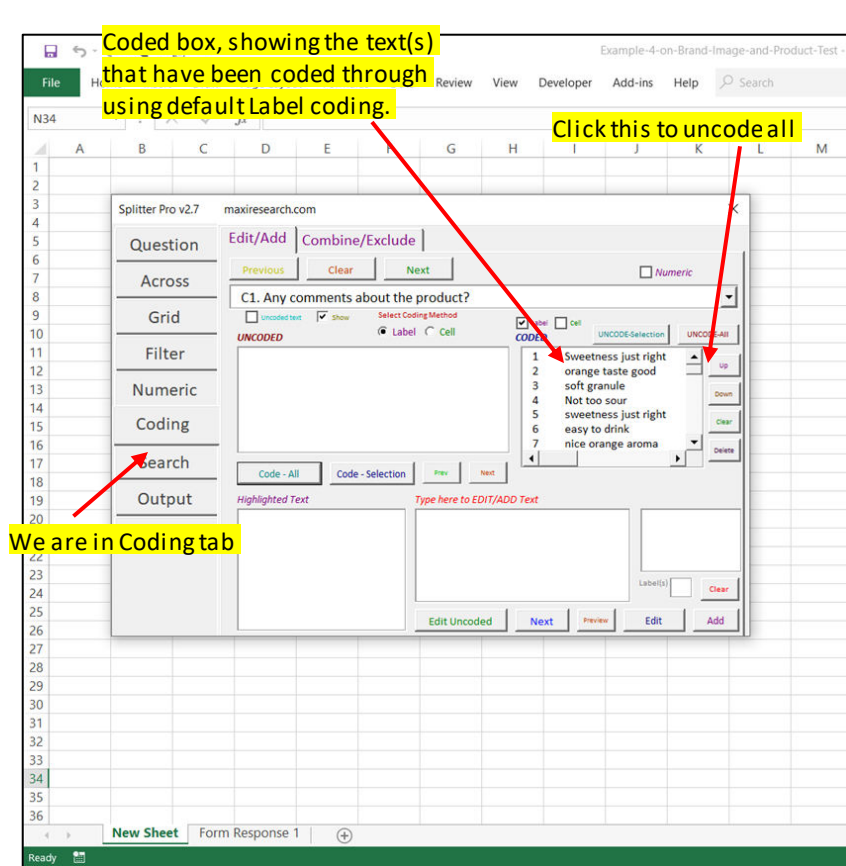
Main Steps

- For Splitter Pro, once we open Splitter all answers will have been coded automatically including questions from open end. The default code method is “Label coding” which tries to separate whole cell content into its individual data using comma sign as separator.
- In writing we use comma to separate words, phrases, ideas etc. However when respondents write on their own, often the writing needs editing first so that the result from “Label coding” using comma as separator would be as expected.

Coded box, showing the text(s) that have been coded through using default Label coding.

Click this to uncode all

We are in Coding tab



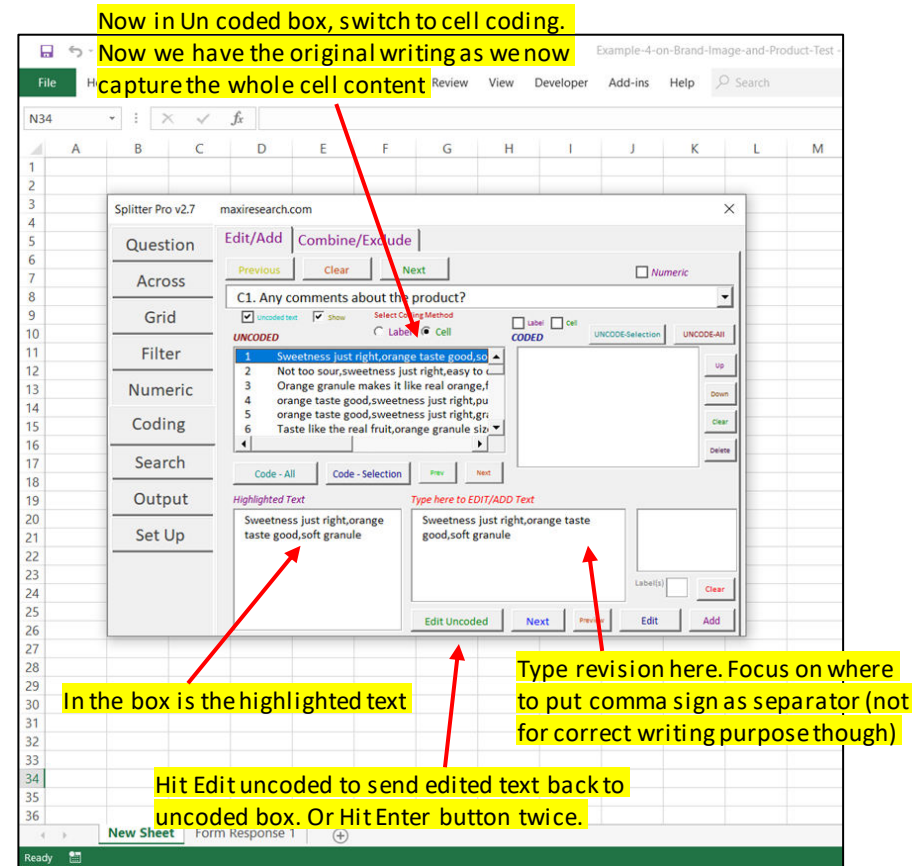
Now in Un coded box, switch to cell coding.

Now we have the original writing as we now capture the whole cell content

In the box is the highlighted text

Type revision here. Focus on where to put comma sign as separator (not for correct writing purpose though)

Hit Edit uncoded to send edited text back to uncoded box. Or Hit Enter button twice.



Coding Tab – Editing Answers to Open End Questions (2)

Main Steps

- In Splitter, text has to be coded to create table.
 - On the other hand, text has to be uncoded to edit it.

If edits have been completed,
switch coding method to Label.
Now answers are separated into its
individual data.

Example 4-on-Brand-Image-and-Product-Test

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

P33

Question: C1. Any comments about the product?

Across: [Previous] [Clear] [Next] [Numeric]

Grid: [UNCODED] [Show] [Label] [Cell] [CODED] [UNCODE-Selection] [UNCODE-All]

Filter: [1] Sweetness just right, [2] orange taste good, [3] soft granule, [4] Not too sour, [5] sweetness just right, [6] easy to drink

Numeric: [UP] [DOWN] [Clear] [Delete]

Coding: [Code - All] [Code - Selection] [Prev] [Next]

Search: [Highlighted Text] [Type here to EDIT/ADD Text]

Output: [Highlighted Text] [Type here to EDIT/ADD Text]

Set Up: [Label(s)] [Clear] [Edit Uncoded] [Next] [Previous] [Edit] [Add]

Click this to code all

Now all edited texts have been
coded, tables can be created

Example 4-on-Brand-Image-and-Product-Test

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

P33

Question: C1. Any comments about the product?

Across: [Previous] [Clear] [Next] [Numeric]

Grid: [UNCODED] [Show] [Label] [Cell] [CODED] [UNCODE-Selection] [UNCODE-All]

Filter: [1] Sweetness just right, [2] orange taste good, [3] soft granule, [4] Not too sour, [5] sweetness just right, [6] easy to drink, [7] nice orange aroma

Numeric: [UP] [DOWN] [Clear] [Delete]

Coding: [Code - All] [Code - Selection] [Prev] [Next]

Search: [Highlighted Text] [Type here to EDIT/ADD Text]

Output: [Highlighted Text] [Type here to EDIT/ADD Text]

Set Up: [Label(s)] [Clear] [Edit Uncoded] [Next] [Previous] [Edit] [Add]

Complete Menu for Editing Open End Questions and Add Text

Example-4-on-Brand-Image-and-Product-Test - English - Excel

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

A1

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

Splitter Pro v2.7 maxiresearch.com

Question Edit/Add Combine/Exclude

Previous Clear Next

Across

Grid

Filter

Numeric

Coding

Search

Output

Set Up

C1. Any comments about the product?

Uncoded text Show Select Coding Method Label Cell

UNCODED

1 Sweetness just right,orange taste good,so

2 Not too sour,sweetness just right,easy to

3 Orange granule makes it like real orange,f

4 orange taste good,sweetness just right,pu

5 orange taste good,sweetness just right,gr

6 Taste like the real fruit,orange granule siz

CODED

UNCODE-Selection UNCODE-All

Up Down Clear Delete

Code - All Code - Selection Prev Next

Highlighted Text Type here to EDIT/ADD Text

Sweetness just right,orange taste good,soft granule

Sweetness just right,orange taste good,soft granule

Labels(s) Clear

Edit Uncoded Next Preview Edit Add

Info that the data in the question contains uncoded text

Uncoded box, showing text that has not been coded

To code uncoded text, only for selected text

To code uncoded text, for all texts in the box

Highlighted text in the uncoded box will be shown here

Edit the highlighted text here or to add label.

To send edited text back to uncoded box

Move highlighted text in uncoded box to next line

Edit is to edit the highlighted text in uncoded box, the result will be coded and goes into coded box

Add is to create additional text. The text will be coded and goes into coded box

Clear text being processed

Number of labels will be created

This is the preview box for edit highlighted text in uncoded box / add text

To move up, down, clear, delete highlighted text/label in coded box

To uncode all coded text

To uncode selected coded text

Dropdown menu to view which question to show coding

Info that the question is numeric (therefore should be coded in numeric tab)

Coded box, showing the text(s) that have been coded

Coding methodology of the result text in coded box

Coding methodology that will be applied to uncoded part

To show uncoded text

Coding Tab – Combine/Exclude (1)

- Text that has been coded can be combined.

Select texts that want to be combined

Top most text will be header text of the combined texts

The screenshot shows the 'Splitter Pro v2.7' window with the 'Combine/Exclude' tab selected. The 'Question' field contains 'C1. Any comments about the product?'. The 'Grid' tab is active, displaying a list of 14 items. The 'Filter' tab is also visible. The 'Combine' button is highlighted with a red arrow. Other buttons like 'Up', 'Down', 'Clear', 'Sort', 'Exclude', and 'Clear' are also visible. The 'COMPONENTS' panel on the right is empty.

Move selected text up

Combine selected texts

Sort all texts in the box

Clear selected texts

Move selected text down

Components of highlighted text

The screenshot shows the 'Splitter Pro v2.7' window with the 'Combine/Exclude' tab selected. The 'Question' field contains 'C1. Any comments about the product?'. The 'Grid' tab is active, displaying a list of 14 items. The 'Filter' tab is also visible. The 'Exclude' button is highlighted with a red arrow. Other buttons like 'Up', 'Down', 'Combine', 'Clear', 'Sort', 'Exclude', and 'Clear' are also visible. The 'COMPONENTS' panel on the right shows the components of the highlighted text: 'orange taste good', 'fresh taste', 'Just right orange taste', and 'Orange feels fresh'.

Coding Tab – Combine/Exclude (2)

- Text that has been combined can be excluded

Splitter Pro v2.7 maxiresearch.com

Question: C1. Any comments about the product?

Across: Previous Clear Next

Grid: Top Most orange taste good

Filter:

Numeric:

Coding:

Search:

Output:

Set Up:

COMPONENTS

1 Sweetness just right
2 orange taste good
3 soft granule
4 Not too sour
5 sweetness just right
6 easy to drink
7 nice orange aroma
8 Orange granule makes it like real orange
9 taste better when cold
10 pulp is soft
11 granules are soft
12 the orange color is natural
13 bright
14 attractive

1 orange taste good
2 fresh taste
3 Just right orange taste
4 Orange feels fresh

Up Down Combine Clear Sort Exclude Clear

Exclude selected text(s) from the combination

Clear selected text(s)

Splitter Pro v2.7 maxiresearch.com

Question: C1. Any comments about the product?

Across: Previous Clear Next

Grid: Top Most orange taste good

Filter:

Numeric:

Coding:

Search:

Output:

Set Up:

COMPONENTS

1 Sweetness just right
2 orange taste good
3 soft granule
4 Not too sour
5 sweetness just right
6 easy to drink
7 nice orange aroma
8 Orange granule makes it like real orange
9 taste better when cold
10 pulp is soft
11 granules are soft
12 the orange color is natural
13 bright
14 attractive

1 orange taste good
2 Just right orange taste
3 Orange feels fresh

Up Down Combine Clear Sort Exclude Clear

Components of highlighted text after exclusion

Coding Tab – Combine/Exclude (3)

- Show components of combined text

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi wikantoso

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

N3

C1. Any comments about the product?

Check this box to show components of combined text

Splitter Pro v2.7 maxiresearch.com

Question Edit/Add Combine/Exclude

Previous Clear Next

☒ Show Components in Question table

C1. Any comments about the product?

Top Most orange taste good

1 Sweetness just right
2 orange taste good
3 soft granule
4 Not too sour
5 sweetness just right
6 easy to drink
7 nice orange aroma
8 Orange granule makes it like real orange
9 taste better when cold
10 pulp is soft
11 granules are soft
12 the orange color is natural
13 bright
14 attractive

COMMENTS

1 orange taste good
2 Just right orange taste
3 Orange feels fresh

Up Down Combine Clear Sort Exclude Clear

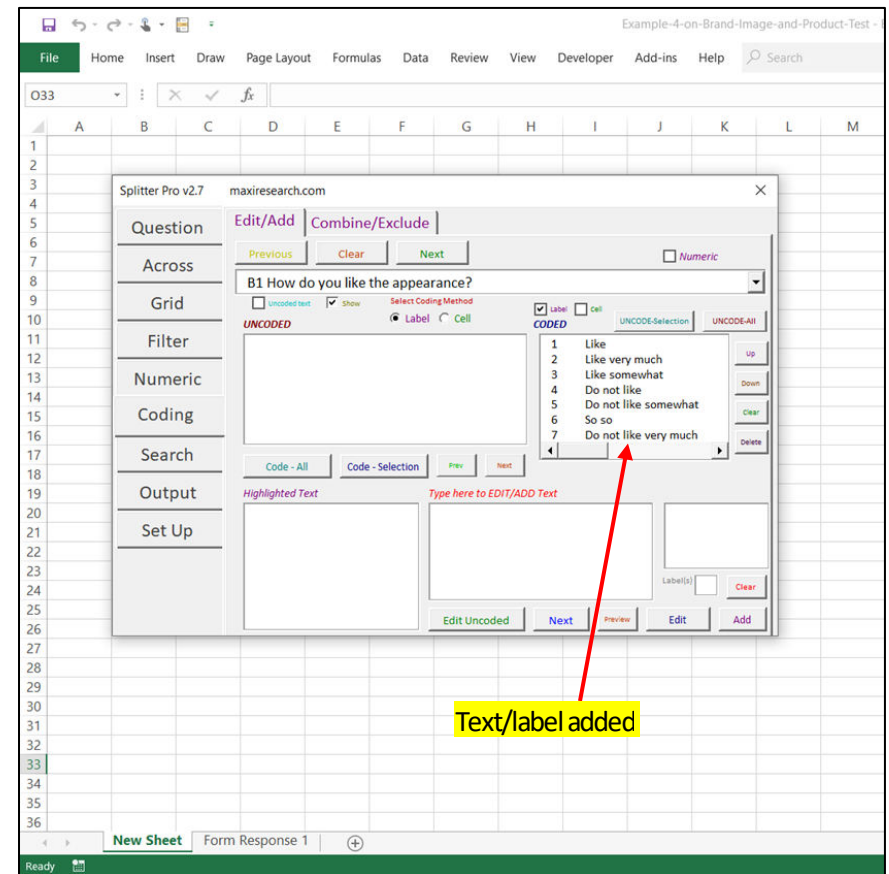
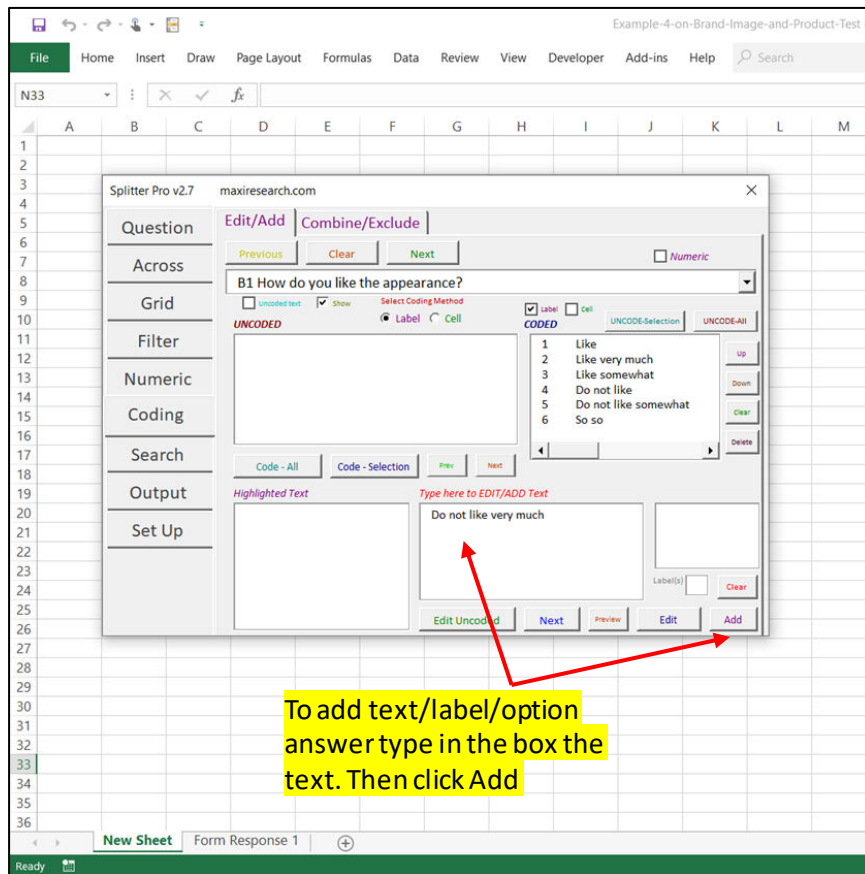
C1. Any comments about the product?

	Total	Male	Female	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	104	52	52	46	28	30
Sweetness just right	15.4%	5.8%	25.0%	15.2%	7.1%	23.3%
orange taste good	4.8%	5.8%	3.8%	6.5%	7.1%	0.0%
orange taste good	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
Just right orange taste	2.9%	3.8%	1.9%	4.3%	3.6%	0.0%
Orange feels fresh	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
soft granule	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
Not too sour	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
sweetness just right	25.0%	26.9%	23.1%	23.9%	28.6%	23.3%
easy to drink	1.9%	3.8%	0.0%	4.3%	0.0%	0.0%
nice orange aroma	1.9%	3.8%	0.0%	2.2%	3.6%	0.0%
Orange granule makes it like real orange	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
taste better when cold	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
pulp is soft	1.9%	3.8%	0.0%	2.2%	3.6%	0.0%
granules are soft	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
the orange color is natural	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
bright	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
attractive	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
sourness just right	2.9%	3.8%	1.9%	2.2%	7.1%	0.0%
just right aroma	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
Taste like the real fruit	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
orange granule size not too big	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
soft orange granule	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
taste like orange juice	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
unique pulpy	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
fresh sour taste	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
Real sweet	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
not from artificial sweetener	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
full of orange pulp	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
soft pulp	1.9%	3.8%	0.0%	0.0%	3.6%	3.3%
color is bright orange	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%

Adding Text (1)

Adding text/label example: Scaling intervals are not complete during text coding

- Question to evaluate liking use a scale from “Do not like very much” to “Like very much” to evaluate liking. However no respondents answered “Do not like very much”,
- The calculation of average and standard deviation is based on code number. If it is not complete, the score would not have been the result that we want.



Adding Text (2)

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi wikantyo

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

N3 B1 How do you like the appearance?

Splitter Pro v2.7 maxiresearch.com

Question Edit/Add Combine/Exclude

Across Grid Filter Numeric Coding Search Output Set Up

Previous Clear Next

☐ UNCODED ☒ UNCODED-Selection ☐ UNCODED-All

☐ Label ☒ Cell

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

Code - All Code - Selection Prev Next

Highlighted Text Type here to EDIT/ADD Text

Edit Uncoded Next Preview Edit Add

Additional option answer now part of table. Look at 0% which means during automatic coding Splitter doesn't find this answer as no one mentioned this answer

B1 How do you like the appearance?

	Total	Gender		Age Group		
		Male	Female	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	104	52	52	46	28	30
Do not like very much	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Do not like	1.9%	0.0%	3.8%	0.0%	7.1%	0.0%
Do not like somewhat	1.0%	1.9%	0.0%	0.0%	3.6%	0.0%
So so	2.9%	5.8%	0.0%	0.0%	10.7%	0.0%
Like somewhat	15.4%	19.2%	11.5%	15.2%	17.9%	13.3%
Like	70.2%	69.2%	71.2%	78.3%	42.9%	83.3%
Like very much	8.7%	3.8%	13.5%	6.5%	17.9%	3.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	5.769	5.673	5.865	5.913	5.393	5.900
StdDev	0.839	0.734	0.929	0.463	1.397	0.403

To move up, down option answer. Reorder so that the better the liking the higher the code

Calculation is now with correct code number

Code number will be used for calculation average, standard deviation

New Sheet Form Response 1

Ready

Search Tab (1)

- 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.

Example-4-on-Brand-Image-and-Product-Test - E

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

O29

Splitter Pro v2.7 maxiresearch.com

Question View Page Filter

Across

Grid

Filter

Numeric

Coding

Search

Output

Set Up

Previous C1. Any comments about the product? Next

1 7/29/2015 10: Sweetness just right, orange taste good, soft

2 7/29/2015 10: fresh orange juice, sweet, soft juice vesicles, ju

3 7/29/2015 10: Tastes delicious, I like the soft pulp, just right

4 7/29/2015 11: Sweetness just right, small granules, not too s

5 7/29/2015 11: Sweetness is spot on, pulp is chewy

6 7/29/2015 11: Tasty orange juice, sweetness is ok, rich pulpy

7 7/29/2015 11: Soft piece of orange vesicles, orange juice tas

8 7/29/2015 11: Orange taste delicious, sweetness just right, v

9 7/29/2015 11: Sweetness just right, taste like natural orange

10 7/29/2015 11: Taste like vitamin drinks, taste fresh, amount

11 7/29/2015 11: Sweet, tastes like natural orange, soft granule

12 7/29/2015 11: Soft orange sacs, taste natural, sweetness ju

13 7/29/2015 11: Very juicy, sweetness just right, sweetness ju

PRINT TO SHEET

New Sheet Form Response 1

Ready

Number

Respondent ID, here using Timestamp

Responses to particular question

Example-4-on-Brand-Image-and-Product-Test - E

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

R29 7/29/2015 11:13:48 PM

Splitter Pro v2.7 maxiresearch.com

Question View Page Filter

Across

Grid

Filter

Numeric

Coding

Search

Output

Set Up

Filter1

Gender

☐ Male

☒ Female

BACK TO VIEW PAGE CLEAR ALL FILTERS ADD FILTER

New Sheet Form Response 1

Ready

Question to use as filter

Responses to the question to use as filter

Back to view page

Clear all filters

Add another filter question

Search Tab (2)

- We can have the search result printed in sheet.

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi wikantyo

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

Filter: Gender = Female

Search result printed

Filter: Gender = Female

No Timestamp C1. Any comments about the product?

1 7/29/2015 Sweetness just right,orange taste good,soft granule

2 7/29/2015 fresh orange juice,sweet,soft juice vesicles,just right sourness,I like its appearance,brightne

3 7/29/2015 Tastes delicious,I like the soft pulp,just right mix sweet and sour

4 7/29/2015 Sweetness just right,small granules,not too sour,color not pale

5 7/29/2015 Sweetness is spot on,pulp is chewy

6 7/29/2015 Tasty orange juice,sweetness is ok,rich pulpy

7 7/29/2015 Soft piece of orange vesicles,orange juice taste good,sweet and sourness spot on,aroma li

8 7/29/2015 Orange taste delicious,sweetness just right,with soft pulp

9 7/29/2015 Sweetness just right,taste like natural orange,soft vesicles

10 7/29/2015 Taste like vitamin drinks,taste fresh,amount of vesicles/granules/pulp just right

11 7/29/2015 Sweet,tastes like natural orange,soft granules,chewy pulp

12 7/29/2015 Soft orange sacs,taste natural,sweetness just right

13 7/29/2015 Very juicy,sweetness just right,sweetness just right orange taste just right,thickness just right

14 7/29/2015 Strong fresh orange aroma,fresh orange taste,sacs are soft,sourness just right,sweetness ju

15 7/29/2015 soft and sweet orange sacs,orange taste great

16 7/29/2015 Soft vesicles,sweetness just right,juicy,thickness just right

17 7/29/2015 Sweetness just right,Orange tangy taste just right,soft pulpy,taste good,orange bits size jus

18 7/29/2015 Tasty pulpy,fresh tangy taste

19 7/29/2015 Sweet tangy taste,soft orange sacs,fresh orange taste,attractive bright color,strong orange

20 7/29/2015 Sweetness just right,can feel aroma when drinking,orange bits taste delicious,soft orange s

21 7/29/2015 Sweetness just right,fresh taste,there is orange pup,texture is right,easy when chewing the

22 7/29/2015 Fresh taste,sweet taste just right,with orange sacs,soft orange sacs,orange sacs doesn't tas

23 7/29/2015 The fresh juice soothe the throat,sweetness just right,orange sacs are soft and chewy

24 7/29/2015 Thickness just right,fresh orange taste,sweetness just right,tanginess just right,soft granules e

25 7/29/2015 Orange taste,with soft orange sacs

26 7/29/2015 Sweetness just right,soft vesicles,Fresh aroma like real orange

27 7/29/2015 Fresh to drink,Pulpy,Thickness just right,sweetness just right

28 7/29/2015 Fresh and soothing the throat,Sweet and tangy,Soft granules,Strong orange aroma,Juicy,Th

29 7/29/2015 Sweet taste,tanginess/sourness just right,fresh taste

30 7/29/2015 Fresh,Tangy,Sour,Sweetness just right,soft pulpy

31 7/29/2015 Orange tastes real,sweetness just right

32 7/30/2015 Sweetness just right,fresh orange taste in the throat,lots of orange bits,tanginess just right,

33 7/30/2015 Sweet pulpy taste,feel fresh after drink,natural orange taste

Print to Sheet

Splitter Pro v2.7 maxiresearch.com

Question View Page Filter

Across

Grid

Filter

Numeric

Coding

Search

Output

Set Up

SHOW CLEAR

Previous C1. Any comments about the product? Next

1 7/29/2015 10: Sweetness just right,orange taste good,soft granule

2 7/29/2015 10: fresh orange juice,sweet,soft juice vesicles,ju

3 7/29/2015 10: Tastes delicious,I like the soft pulp,just right

4 7/29/2015 11: Sweetness just right,small granules,not too s

5 7/29/2015 11: Sweetness is spot on,pulp is chewy

6 7/29/2015 11: Tasty orange juice,sweetness is ok,rich pulpy

7 7/29/2015 11: Soft piece of orange vesicles,orange juice tas

8 7/29/2015 11: Orange taste delicious,sweetness just right,v

9 7/29/2015 11: Sweetness just right,taste like natural orange

10 7/29/2015 11: Taste like vitamin drinks,taste fresh,amount

11 7/29/2015 11: Sweet,tastes like natural orange,soft granule

12 7/29/2015 11: Soft orange sacs,taste natural,sweetness jus

13 7/29/2015 11: Very juicy,sweetness just right,sweetness ju

PRINT TO SHEET

New Sheet Form Response 1

Ready

maxi 38

Output Tab (1)

- In output tab there are a number of options regarding table presentation

This Count applies to cases of Combined texts in Coding tab: In net count, multiple responses from one respondent if it belongs to the same group will be counted only 1 response

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).

To show standard deviation (of code number)

To show Top 1, Top2, Top 3 (of code number) percentage. Usually for scaling where we are interested in combining responses.

Significant test on the average or proportion (Percentage of Top 1, Top2 or Top 3 Boxes)

Go to Question tab

Go to Grid tab

Create data sheet : Code number format, or Label/Text format

Calculate Pearson Correlation. For scaling questions in Grid format.

For question with numeric data, whether to show average and standard deviation of the actual numeric value or its code number

Pearson Correlation

Difference Test

Top Box %

Output

Search

Coding

Numeric

Filter

Grid

Across

Question

Set Up

OK to QUESTION

OK to GRID

Create Data Sheet Copy: Code

Create Data Sheet Copy: Label

License

splitter@maxiresearch.com

maxiresearch.com

Splitter Pro v2.7

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi wikantyo

File Home Add-ins Help Search

Ready

New Sheet Form Response 1

100%

Output Tab (2)

- An example from a product test research. Splitter creating tables from Grid tab and selecting Average, Standard Deviation, Top 2 Box, Significant Test and Pearson Correlation.

Example-4-on-Brand-Image-and-Product-Test - English - Excel

adhi wikantoso

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

M2

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Question

Across

Grid

Filter

Numeric

Coding

Search

Output

Set Up

Timestamp

Gender

Age Group

Social Economic Status

B1 How do you like the appearance?

B2a How do you like the color ?

B2b What do you think about the color, is it...?

B3 How do you like the overall taste?

B4a. How do you like the sweetness?

B4b. On the sweetness, is it...?

B5a. How do you like the tanginess?

B5b. On the tanginess, is it...?

B6a. How do you like the thickness/juicy-ness of the product?

B6b. On the thickness/juicy-ness of the product, is it...?

B7 What is your overall liking towards the product?

C1. Any comments about the product?

D1. Your expected price for the product?

RUN CLEAR CLEAR ALL EXIT

	M	N	O	P	Q	R	S	T
B1 How do you like the appearance?	104	104	104	104	104	104	104	104
Do not like very much	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Do not like	1.9%	1.9%	1.0%	1.9%	1.0%	2.9%	0.0%	0.0%
Do not like somewhat	1.0%	2.9%	1.0%	7.7%	2.9%	7.7%	0.0%	0.0%
So so	2.9%	0.0%	1.9%	1.9%	1.0%	1.9%	3.8%	
Like somewhat	15.4%	10.6%	19.2%	6.7%	20.2%	12.5%	23.1%	
Like	70.2%	75.0%	44.2%	65.4%	67.3%	57.7%	48.1%	
Like very much	8.7%	9.6%	32.7%	16.3%	7.7%	17.3%	25.0%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Average	5.769	5.827	6.029	5.750	5.731	5.663	5.942307692	
StdDev	0.839	0.864	0.919	1.121	0.815	1.196	0.798	
Top2box	78.8%	84.6%	76.9%	81.7%	75.0%	75.0%	73.1%	
Mean Difference at 95%								
B1 How do you like the appearance?	-	not	sig	not	not	not	not	
B2a How do you like the color ?	not	-	not	not	not	not	not	
B3 How do you like the overall taste?	sig	not	-	sig	sig	sig	not	
B4a. How do you like the sweetness?	not	not	sig	-	not	not	not	
B5a. How do you like the tanginess?	not	not	sig	not	-	not	not	
B6a. How do you like the thickness/juicy	not	not	sig	not	not	-	sig	
B7 What is your overall liking towards th	not	not	not	not	not	sig	-	
Pearson Correlation								
B1 How do you like the appearance?	-	0.507	0.286	0.155	0.221	0.377	0.299	
B2a How do you like the color ?	0.507	-	0.410	0.376	0.443	0.357	0.379	
B3 How do you like the overall taste?	0.286	0.410	-	0.714	0.685	0.442	0.744	
B4a. How do you like the sweetness?	0.155	0.376	0.714	-	0.595	0.480	0.634	
B5a. How do you like the tanginess?	0.221	0.443	0.685	0.595	-	0.414	0.468	
B6a. How do you like the thickness/juicy	0.377	0.357	0.442	0.480	0.414	-	0.305	
B7 What is your overall liking towards th	0.299	0.379	0.744	0.634	0.468	0.305	-	

New Sheet Form Response 1

Ready

Formula

- For mean significant difference:

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

- For proportion significant difference:

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

- For Pearson correlation:

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

Only for Grid, scaling question



APPENDIX



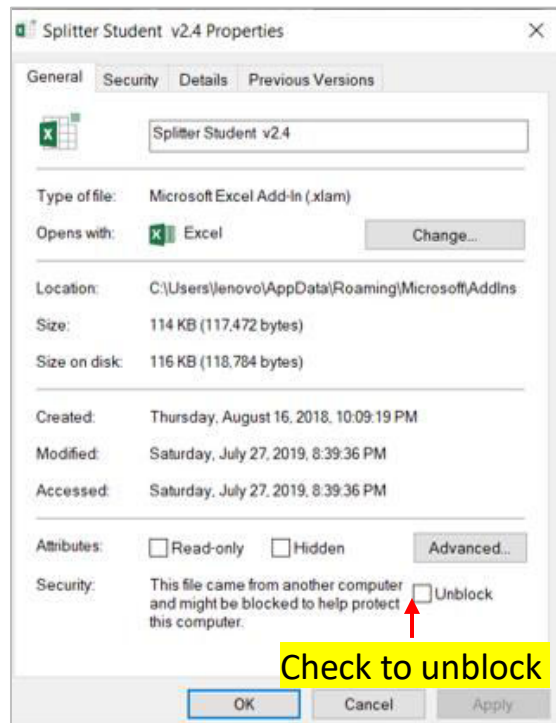
HOW TO INSTALL SPLITTER

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

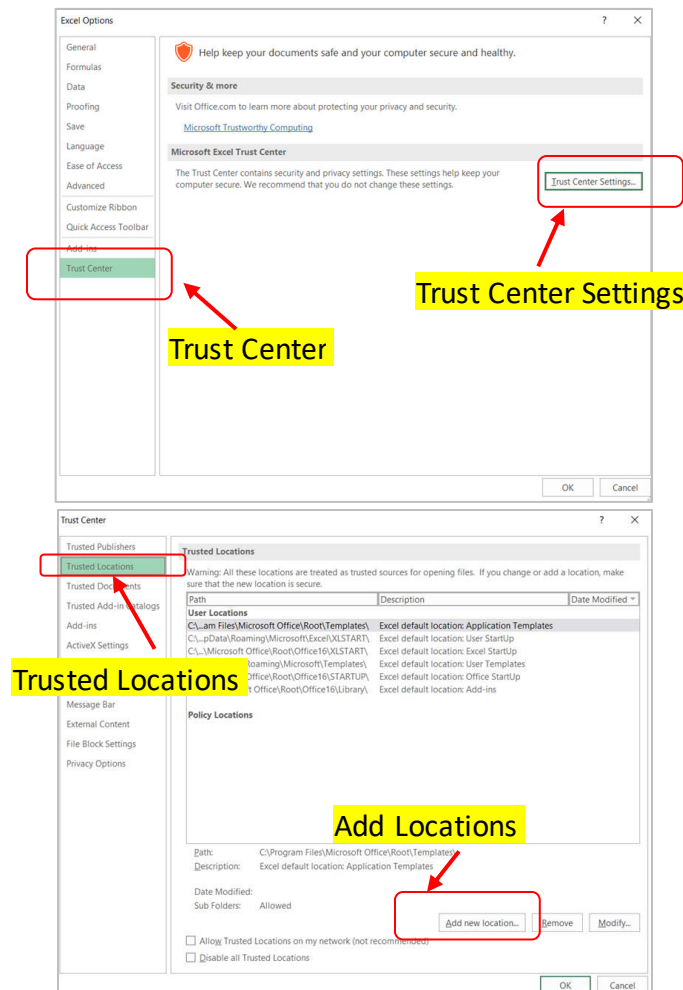


Check to unblock

Option 2

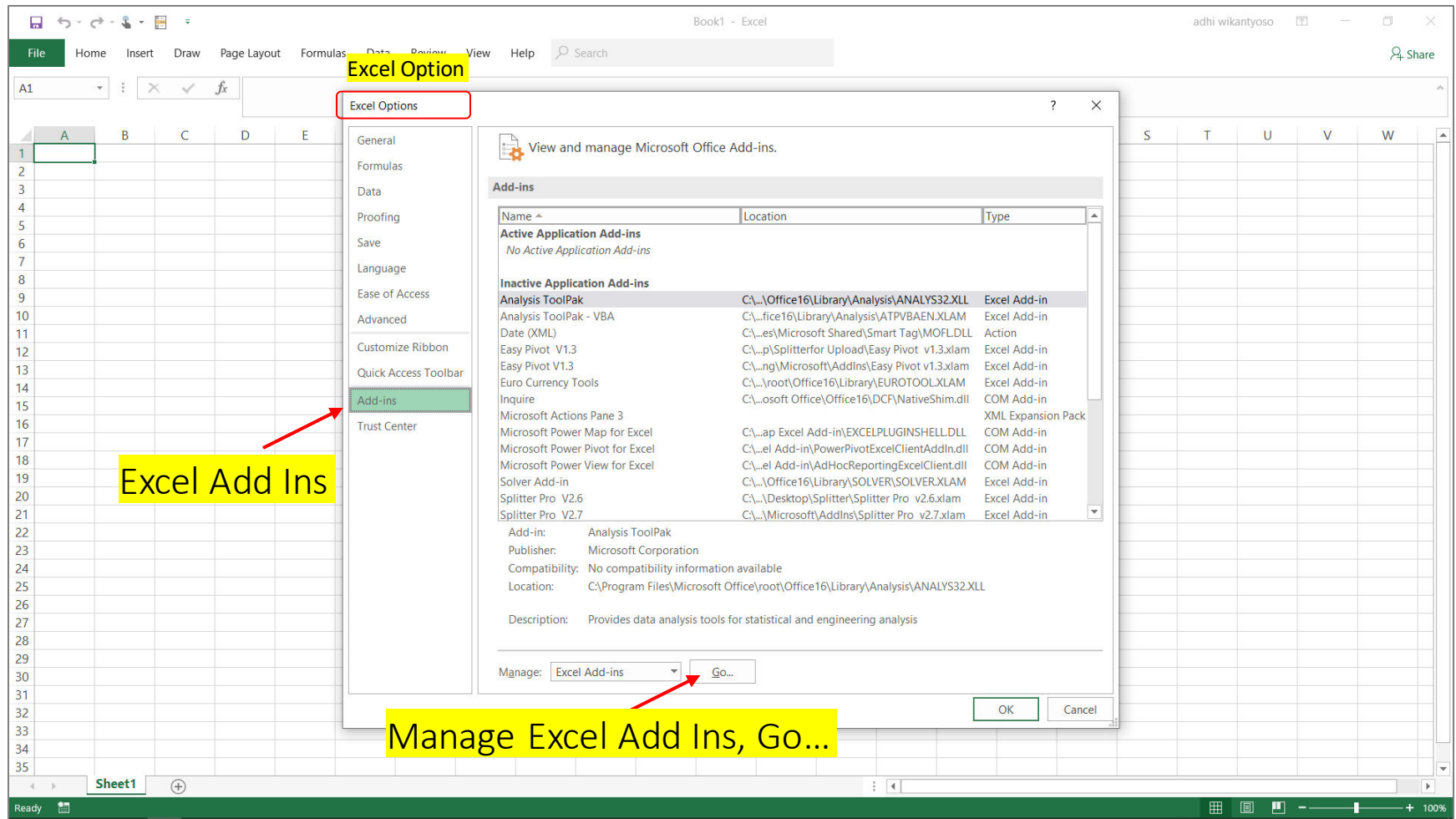
Add Splitter to Trusted Location Directory

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

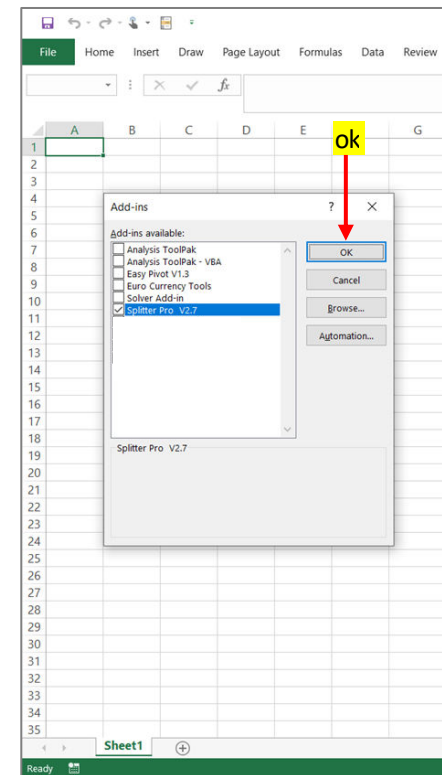
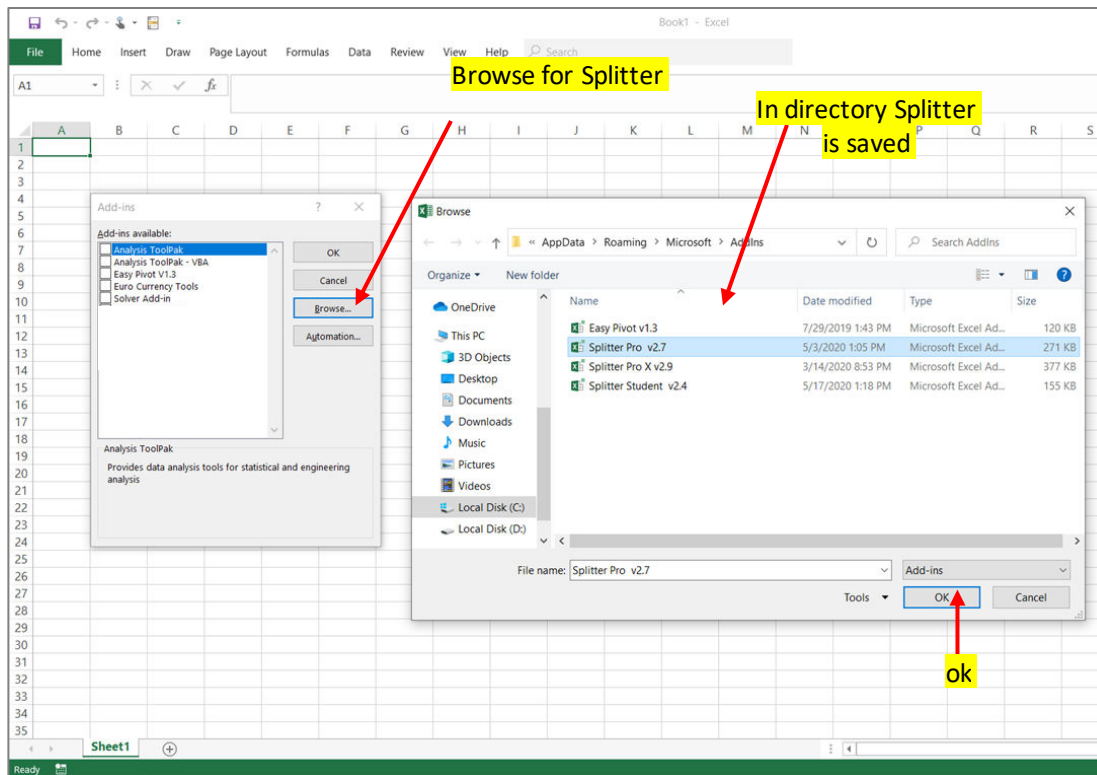


Go to Trusted Locations. Add Locations where Splitter is located.

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

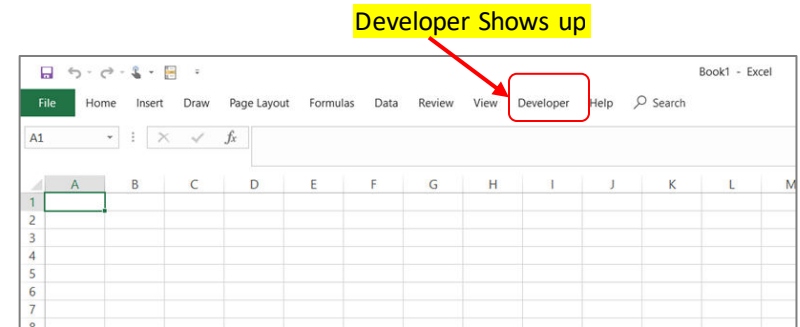
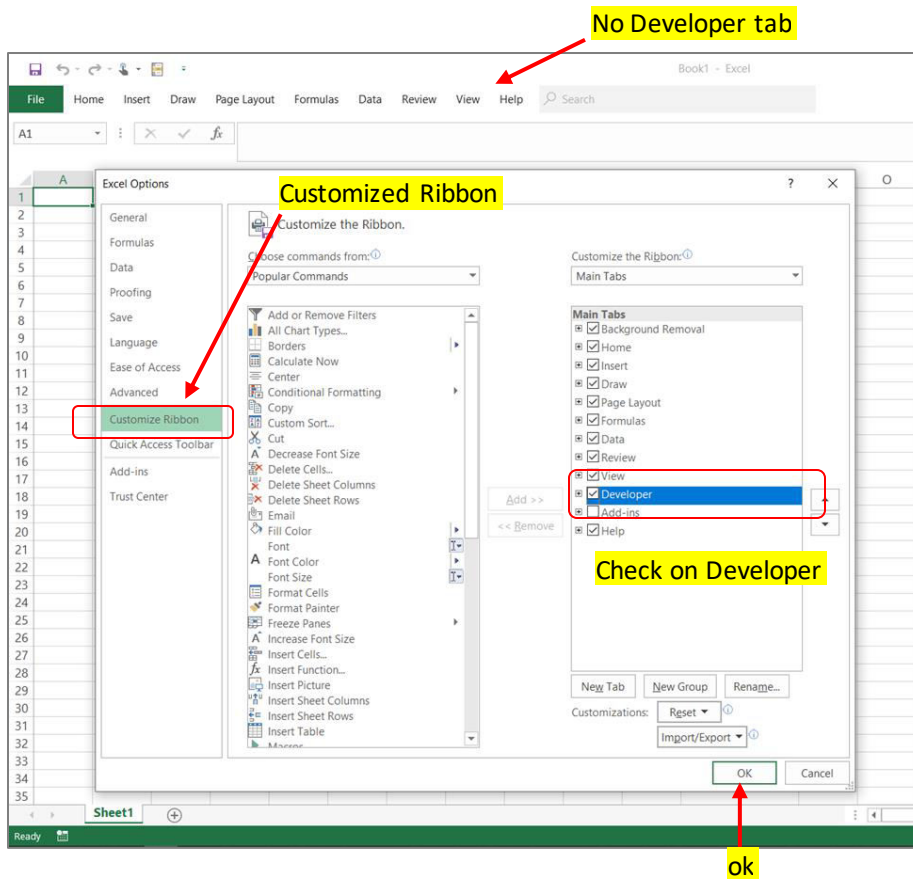


Browse for Splitter in Directory where it is Saved



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

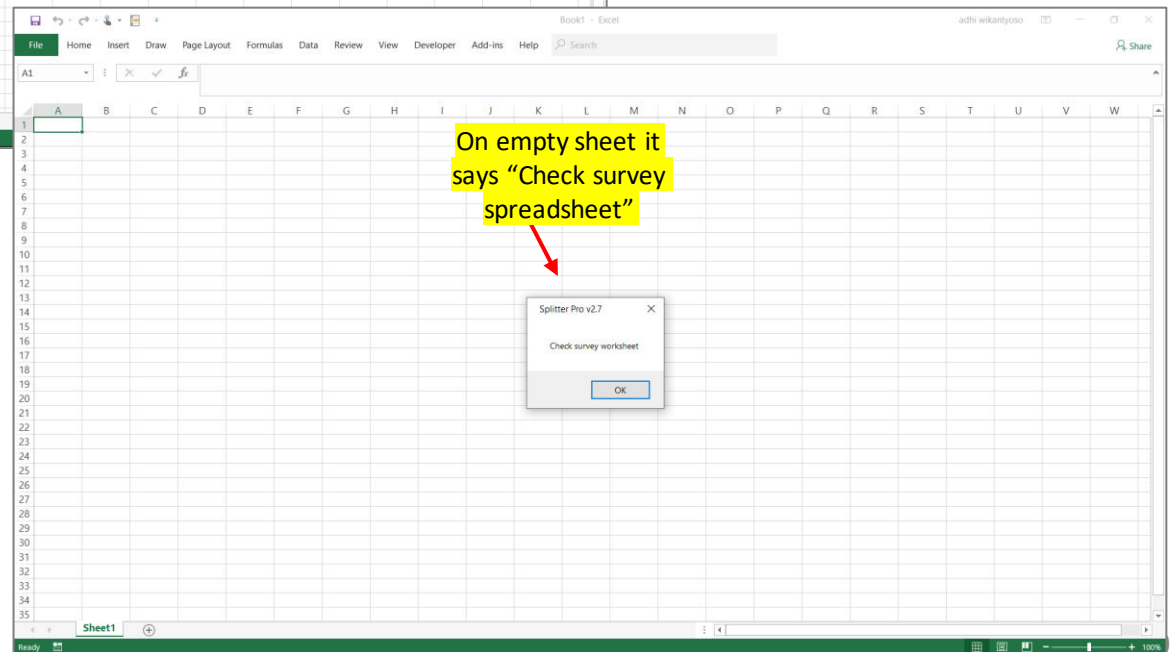
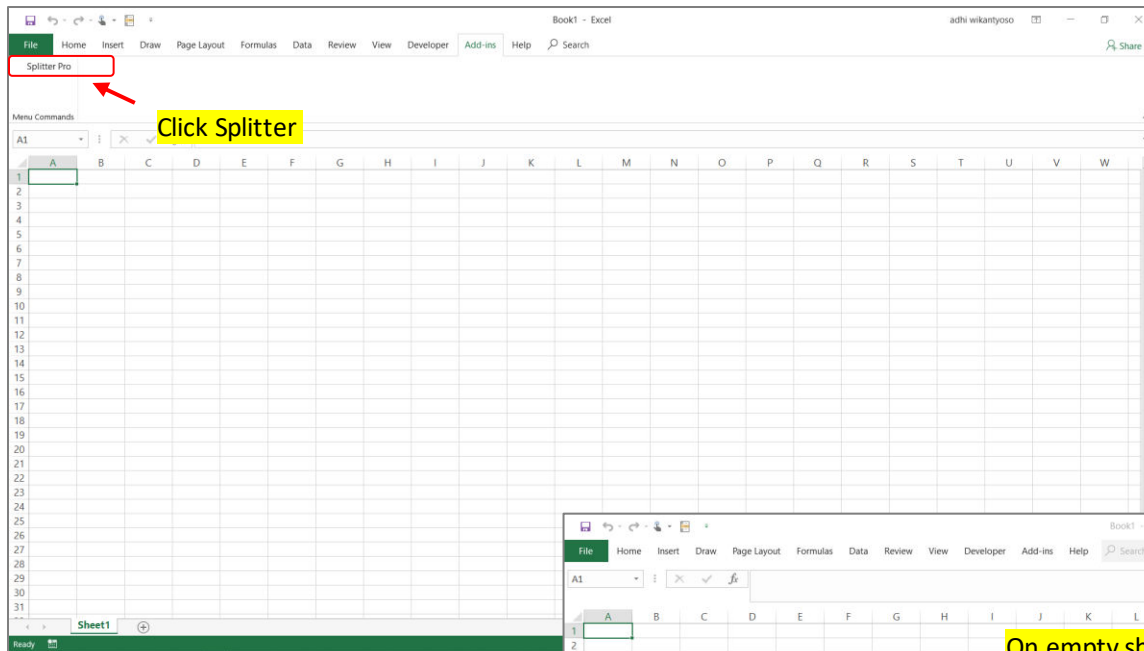
Add-In tab shows up

The screenshots illustrate the process of installing and running the Splitter Pro add-in. The first screenshot shows the Excel ribbon with the Developer tab selected and the Visual Basic icon highlighted. The second screenshot shows the Visual Basic editor with the Project Explorer displaying the Splitter object. The third screenshot shows the Run button in the Visual Basic editor. The fourth screenshot shows the final state where the Splitter Pro add-in is installed and its menu commands are visible in the Developer tab.



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	Good	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

maxi 51

For first time running a survey data set, the sheet containing survey data needs to be the active sheet, sheet located on the front (if you have several sheets in the workbook).

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

Enter Activation Code here

Click to validate code

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" logged in. The "Splitter Pro v2.7" window is open, displaying a list of survey questions under the "Question" tab. 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?

The window has four buttons at the bottom: "RUN" (green), "CLEAR" (red), "CLEAR ALL" (yellow), and "EXIT" (blue). The text "Splitter Analytics Window" is highlighted in yellow in the background. The Excel spreadsheet shows columns A through W and rows 1 through 35. The status bar at the bottom indicates "Ready" and "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

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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 Pro 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.
 - You'd want to purchase code to re-activate Splitter

Select Activation Period Option

Will go to PayPal Landing Page

1 Month
\$12

3 Months
\$27

6 Months
\$48

1 Year
\$72

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 Pro Version

- To complement this tutorial, this video tutorial shows the basics of using Splitter Pro version. Click [here](#) to watch
- In the Pro video tutorial we only discuss the additional tabs not available in the Student version.
 - Watch the Student version [here](#).

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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