

SPLITTER FOR ANY ONLINE SURVEY (non Google Forms) DATA ANALYTICS

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

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Export Survey Data to Excel and Adjust its Format to Follow that of Google Forms

- Splitter can be used as analytics tool for any online survey data. Export the data as Excel (or can be opened by Excel) and adjust its data format following that of Google Forms.
- Following is the typical data format online survey exported to Excel and Google Forms downloaded in Excel.

Aspect	Online Survey (Typical)	Google Forms
Row and Column	Questions to the right (column), respondents downward (row)	Questions to the right (column), respondents downward (row)
Questions	Questions are listed on the first row. Second row may be needed for question info or label.	Questions are listed on the first row only.
Number of column per question	Depending on question type. If single answer one column, if multiple answer multiple column.	One column per question regardless of question type single or multiple
Number of row per respondent	One row for each respondent	One row for each respondent
Cell content	One cell contains one answer	One cell for either single answer or multiple answer (for multiple answer, each answer is separated by comma sign (“,”)).

Comparison Excel Data Format from Online Survey vs Google Forms Download

1 Column 2 Columns 4 Columns

2 Rows

1 Row

1 Row

1 Row

1 Row

Case ID	Q1. What brand of smartphone do you own?		Q2. What smartphone brand(s) convey young image?			
	Response	Other Response	Samsung	Iphone	Oppo	Xiaomi
Respondent 1	Samsung		Samsung	Iphone		Xiaomi
Respondent 2	Samsung		Samsung	Iphone		
Respondent 3	Iphone			Iphone		
Respondent 4	Other response	Lenovo	Samsung	Iphone	Oppo	Xiaomi

1 Column 1 Column 1 Column

1 Row

1 Row

1 Row

1 Row

1 Row

Case ID	Q1. What brand of smartphone do you own?	Q2. What smartphone brand(s) convey young image?
Respondent 1	Samsung	Samsung, Iphone, Xiaomi
Respondent 2	Samsung	Samsung, Iphone
Respondent 3	Iphone	Iphone
Respondent 4	Lenovo	Samsung, Iphone, Oppo, Xiaomi

Typical Data Format from Online Survey exported to Excel

Data Format from Google Forms downloaded as Excel

Use TEXTJOIN function to combine text in separate columns



THANK YOU

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