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Open-ended survey text analysis in Excel. Asking open-ended questions in your customer satisfaction surveys can help you gain insight into your NPS. Valme Claro presents a few useful Excel analysis techniques. Your Net Promoter Score (NPS) can tell you where your firm stands on customer satisfaction, as explained in the first article in this tutorial series.

Purchase the spreadsheet (formulas included!) that's used in this tutorial for \$5:

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simple database in Microsoft Excel 2002® to analyze your survey data. Some steps may be slightly different in other versions of Microsoft Excel.* This guide is organized in five steps: Step 1 Create an Excel database, page 1 Step 2 Code your data, page 6 Step 3 Enter your data, page 7 Step 4 Clean your data, page 8 Step 5 Analyze your data, page 8

The results are back from your online surveys.Now that you've collected your statistical survey results and have a data analysis plan, it's time to begin the process of calculating survey results you got back.Here's how our Survey Research Scientists make sense of quantitative data (versus making sense of qualitative data), from looking at the answers and focusing on their top research ...

Analyzing survey results, in most cases, means more than just merely comparing two numbers or graphs. While it takes no particular wisdom to decide whether two numbers are different, learning whether that difference is statistically significant requires a bit more skill and effort. This is where t-tests kick in.

Using spreadsheets to analyze numerical or well-categorized data is relatively straightforward. It might not be easy necessarily, but at least you normally know exactly what to do. If you have ever been faced with open-ended text responses, perhaps from a survey, emailed questions or feedback forms, you know how tricky it can be to make sense of it.

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