RESEARCH AUTOMATORS

How do I create an interesting survey report?

Survey Automator guide

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GUIDE TIPS AND BEST PRACTICE

1. Create cross tabs (Excel)
2. Choose comparisons (Cross tab first -> visual)
3. Create calculations:
    1. Calculated copies / Grouping comparison values / Creating segments
    2. Calculated ranges (Numeric)
4. Exclude questions not relevant for analysis
5. Give your questions better names
6. Handle likert scales - Editing positive / negative answers / scaled questions
7. Visualize using rules
8. Use consistent, meaningful colors
9. Choose KPI:s

The latest version of this guide: https://www.researchautomators.com/guides/interesting-survey-reports/