

r/UXResearch • 1 yr. ago
miner73

How best to automate survey analysis?

Hello my virtual colleagues,

I work as one and only UX researcher in a company that slowly transforming from a start-up to a bigger firm (100+) employees, which is probably the most painful company phase you can experience. As the only one researcher here, I need to synthetise a lot of survey data daily. I use Google Sheets, as we run on Google Workspace and I follow all the same analysis - export csv data, clean it, filter data by our segments, visualise it by bar charts... but this process is mundane and time-consuming. I'm thinking about learning Python to do it faster. Is it a good idea? Where should I start? Are there any sources that you would recommend to me? I'm a little bit burnt out and would like to have more time for something else.

Thanks

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diggerk • 1y ago

I've found survey crunching is the one thing ChatGPT has helped me with, by helping me write a load of macros for excel to do all the stuff you're looking to streamline. Takes a couple of hours of setting up and getting used to how to write the prompts, but once the you've got the macros how you like them you can tweak and reuse them. Saved me loads of time without having to persuade the business to spend any money.

10 up 1 down Reply ...

Osossi • 1y ago

How do you prompt ChatGPT to do that? Can you give an example?

1 up 1 down Reply ...

diggerk • 1y ago

described how my data was set up, so for example "I've got a dataset in google sheets, column A contains (x) column B contains (y), I want to group the data based on the frequency of phrases used in Column E" then refine it. There are much better ways to talk to the AI I'm sure, but I like the conversational style to be honest.

Recently I had a load of unmoderated card sort data that was really dirty, it was too long, users were basically getting bored and just dumping cards in one column for example. I basically explained the set up of the google sheet in plain english, explained what I was looking for, worked out some basic logic, ("I want to exclude data that does not follow the pattern 1,2,3,4,5 in column E") It wrote me a macro and talked me through how to create and set up the macro, gave me the code, then it didn't end the macro so it repeated forever, so I went back to the chatGPT window and said "The macro is running forever" and chatGPT was all "oh yeah, sorry about that, I'll tell it to end, here's the code" and that worked.

Was a bit of a hassle at first, but I've not got that macro saved, so if I ever need to clean card sort data that way again, I just click a button, and it was far quicker than me working out the macro myself.

annoyingly, I seem to have logged in for that one with my old work credentials so I can't just get to the chat log to paste it here!

  7  Reply ...



Osossi • 1y ago

Thank you for the detailed and in-depth comment! I'll try with my next dataset.

 1   Reply ...



analyticalmonk • 4mo ago

> I'm thinking about learning Python to do it faster. Is it a good idea? I'm a little bit burnt out and would like to have more time for something else.

If you already have some experience with programming, you can give Python, specifically the PyData libraries, a shot. Couple of good resources have already been mentioned in other comments.

ChatGPT/Claude can also be helpful for this.

There's flexibility in programmatic approach but there's a learning curve as well. Specialized tools can speed up the synthesis process significantly without a lot of effort from your end, especially if you deal with open ended text data.

We'd started out organizing and analyzing user research data, including surveys, in Google sheets (and Notion) as well.

We now use [Looppanel](#). Some of the most helpful features for working with survey data are AI thematic analysis, auto tagging and AI search.

Disclaimer: I am from the team that built it but genuinely think it will be helpful.

Other non-specialized tools did not work out for us since we ended up doing more work to maintain and structure data than spending time finding insights.

 7   Reply ...

I'm thinking about learning Python to do it faster. Is it a good idea:

Yes, Python or R.

I have not tried it myself, but maybe the open access [Python for Data Analysis](#) is helpful; I would start with a book on "[language] in Data analysis" since in the beginning, you won't need all parts of the language and you will do a lot of copy-paste programming, adapting examples to your needs.

Hint: Often you need both the results and some context to them, similar to a report. There are some tools that help you do that, combining code, prose, code output and generated diagrams: If you just need the analysis for yourself you can use Jupyter Notebooks, if you need to share with others who prefer pdfs or docx you can also use knitr, which also has a python port.

5 ↑ ↓ Reply ...



miner73 OP • 1y ago

Great, thanks for the recommendations! I'll take a look on the book and KnitR. How long did it take you to learn Python for your needs?

1 ↑ ↓ Reply ...



razopaltuf • 1y ago

How long... That is hard to say, I had some experiences in other programming languages and I learned on- and off, so I would need to guess based on learning another programming language like Julia. I think I would need a 10h = 2h für 5 days until I could use it practically. So, if you could free that time, after, you should be able to guess whether you want to continue learning it. Particularly for cleaning data it pays off quickly.

2 ↑ ↓ Reply ...



Necessary-Lack-4600 • 1y ago • Edited 1y ago

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After learning python and R, I hired someone on Fiverr to write the scripts for the boring stuff for me. He does it a thousand times faster, write better code, I learn something from him and I have time to do more meaningful stuff.

TLDR: It's just too tedious for me to do write that stuff your self, but you need to know how it worka so you can change the code if needed.

2 ↑ ↓ Reply ...



flagondry • 1y ago

I would suggest R over Python. It's made for exactly this.

3 ↑ ↓ Reply ...



Maleficent_Pair4920 • 6mo ago



+ Create



↑ 1 ↓ Reply ...



zubek_beata • 5mo ago

Actually, you could try using [andre.ai](#) You should be able to just drop a CSV file; it should clean up the data and have it visualized and analyzed. Hope it will help!

↑ 1 ↓ Reply ...



SubjectiveTruth • 4mo ago

For qualitative stuff, this is the easiest out there rn: <https://platform.cyqiq.ai/>

↑ 1 ↓ Reply ...



AddMaple • 3mo ago • Edited 3mo ago

We've built a tool to solve exactly this problem, [addmaple.com](#)
Python and R are good and powerful, but they don't make it faster to do the standard things that you need to do when analysing a survey. Our tool creates an explorable dashboard from your survey data that you can explore, segmenting, pivoting and visualising instantly. One feature that is very time consuming in excel/sheets and still fairly slow in R or Python is statistical analysis. When you explore a column in AddMaple we automatically run statistical tests against every other column in your datasets and then show you the columns that have interesting relationships. DM me if you'd like a demo.

↑ 1 ↓ Reply ...



wagwanbruv • 2mo ago

use python for the quant data. It's quite easy to set up a jupyter notebook and use chatGPT to help you create a good output. For qual responses, it's a little more challenging, which is why we actually ended up building a tool called [getinsightlab.com](#) - it helps you make theme boards and run queries on the qual data way more effectively

↑ 1 ↓ Reply ...

+ [deleted] •