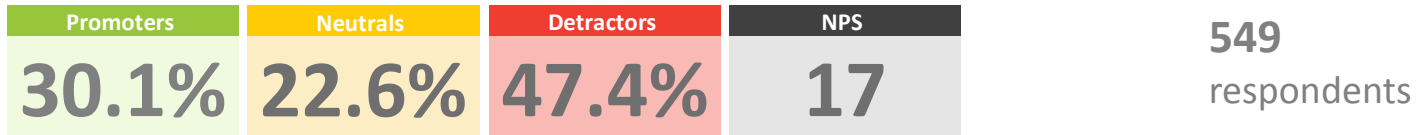


# Net Promoter Score Example

Worksheet date

The same colours are used in all the charts to represent the detractors, neutrals and promoters

Sometimes the simplest presentation of data is the best. This uses six columns to present the results as clearly and simply as possible. A spacer is used to separate the number of respondents from the analyses.



These large charts give a simple view of the overall balance of detractors, neutrals and promoters. Although they look simple, they take effort to lay out correctly

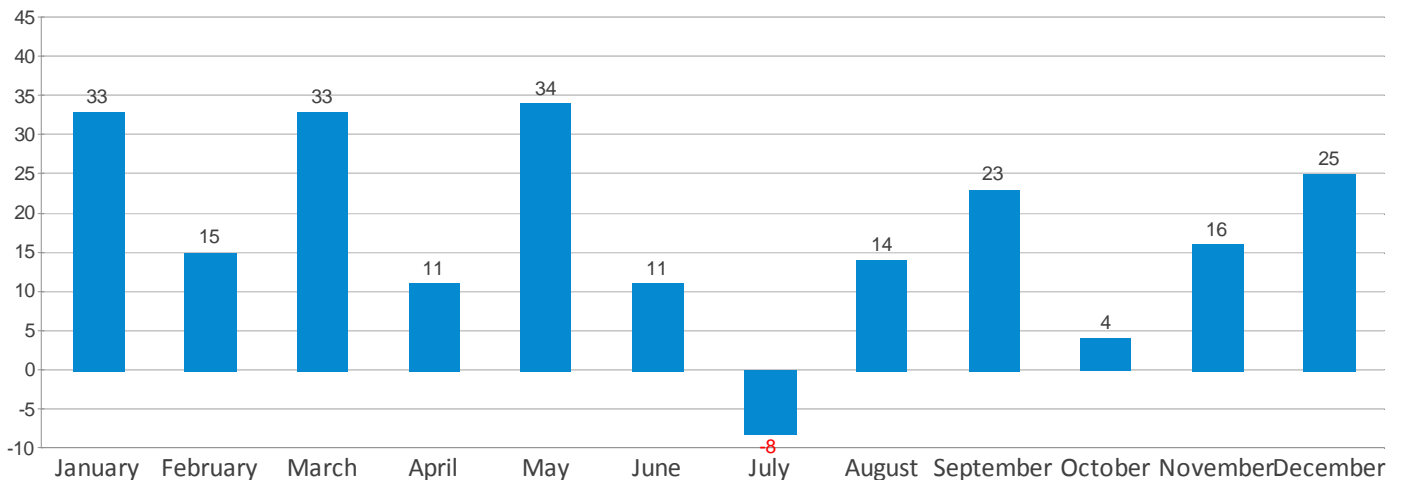
**Warning: the quality of the people bar chart is highly dependent on the data values and the chart dimensions. You will need to set up the chart dimensions precisely if you wish one person to represent 10%.**

NPS People



This clearly shows the rise and fall of the NPS over time by placing it on a chart of its own.

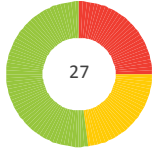
NPS by month shown as a blue bar chart



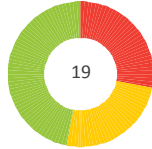


These charts show the proportion of promoters, neutrals and detractors over time. They used derived variables based on the paradata id.Date to sort responses. They assume that the data is for one year. You could use a report filter on id.Date to create separate reports by year.

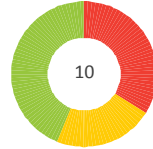
NPS Doughnut for the first quarter



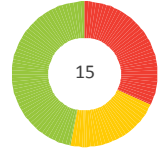
NPS Doughnut for the second quarter



NPS Doughnut for the third quarter

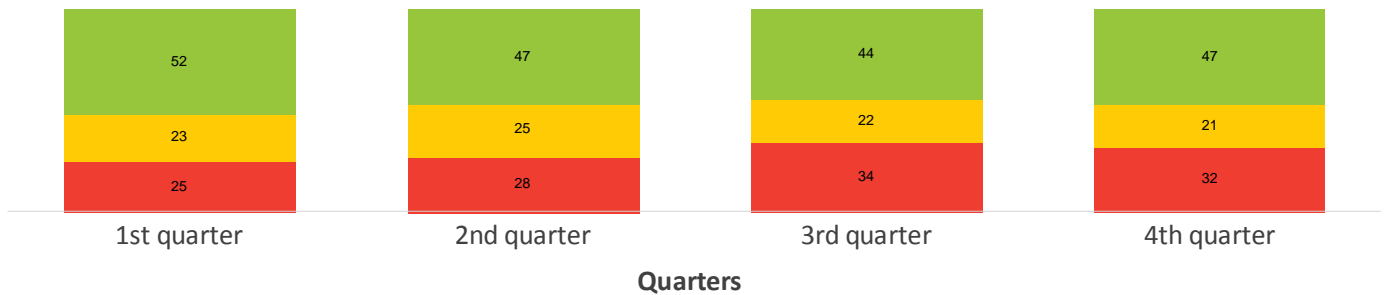


NPS Doughnut for the fourth quarter



This shows much the same information as the doughnut charts, but places it on a single chart. This means the NPS has to be omitted.

**NPS Negative to Positive showing response percentages by quarter**



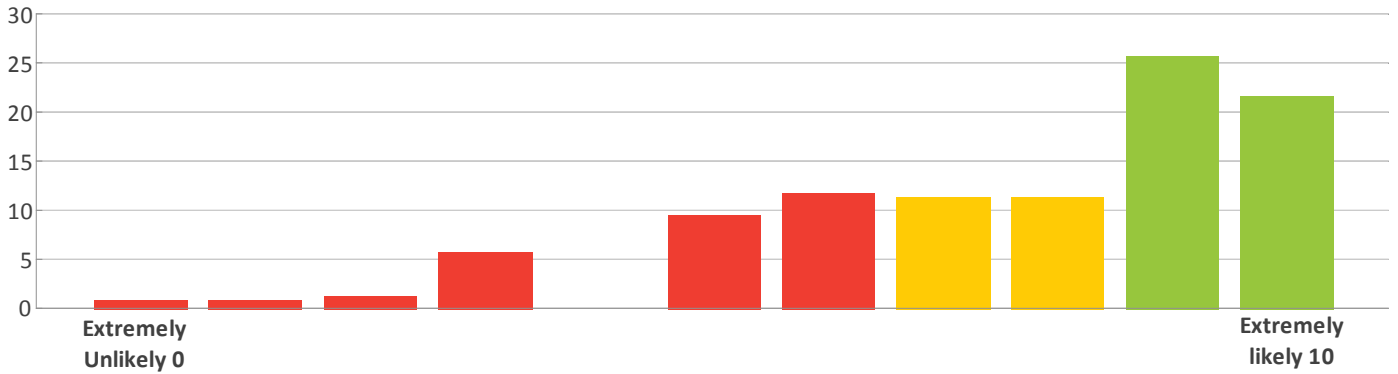
This stacked bar chart shows the proportions of detractors, neutrals and promoters as percentages of the total. This is based on a derived variable that has coded the respondents into the three categories.

**NPS Negative to Positive shown as a bar**



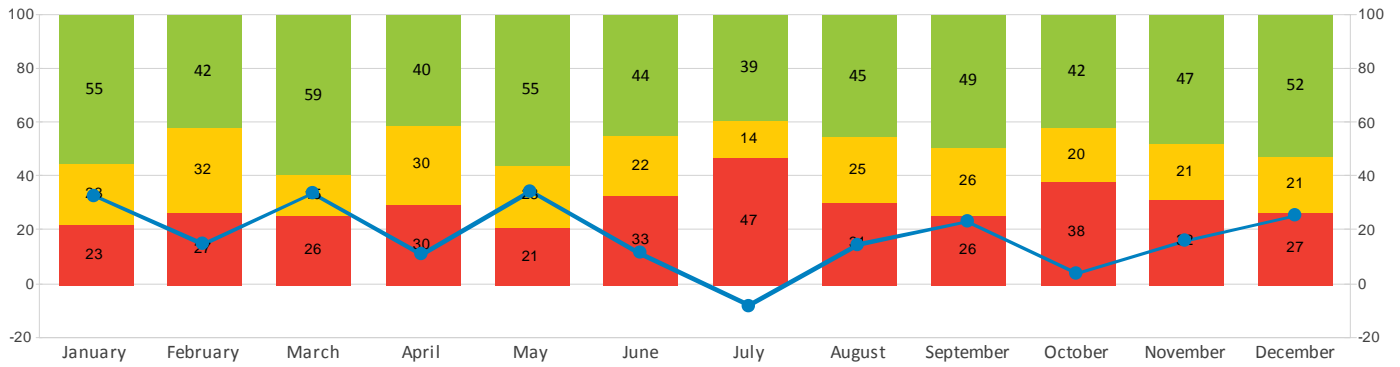
This chart shows the responses to Q1a. Each bar has been tinted using the chart designer and the result saved as a style.

Responses as a traffic light bar chart



This also shows the data and NPS over time, but the NPS has been integrated into the chart by displaying it as a line. This shows what is going on but might be confusing if you do not explain what it is displaying.

NPS by month shown as a line on a stacked bar chart



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The report uses page layout instructions to switch between single and double column layouts.

The charts are individually created as analyses, and then executed within the report. A window size instruction is used before each chart to ensure that the chart keeps the proportions that it had when displayed in the analysis window.

Each set of charts is stored in a separate report. These sub-reports have been set to be Not Available, so if the survey was uploaded to Snap WebHost, the constituent reports would not be available to create online.