



Sample Data Guide

Driver Analysis

File	Respondents	Columns
driver_analysis_sample.sav	500	20

This file contains B2B SaaS survey data for driver analysis. 500 users of the CrowdminesAI platform rated 10 product attributes — covering onboarding, support, reliability, integrations, usability, pricing, documentation, performance, security, and account management — on a 5-point agreement scale. Each respondent also provided an NPS recommendation score (0-10), an overall satisfaction rating (1-7), and a renewal likelihood score (1-5). The analysis identifies which attributes most strongly drive each outcome metric, guiding product investment priorities.

Business Questions

This dataset supports two driver analysis scenarios:

NPS Analysis (Q14): Which product attributes most strongly drive customer recommendation?

Customer Satisfaction (Q2): What drives overall satisfaction, and where should we focus product investment?

Dependent Variables (outcome metrics)

Choose one or more of these as the outcome to analyze.

Column	Description	Scale	Scheme
Q14	NPS: How likely are you to recommend to a colleague?	0-10 (NPS scale)	NPS (0-6 detractor, 7-8 passive, 9-10 promoter)
Q2	Overall satisfaction	1-7 (satisfaction scale)	Regression (continuous)
Q3	Likelihood to renew subscription	1-5 (likelihood scale)	Top-2-Box (4-5 = renew)

Independent Variables / Drivers (10 columns)

All use a 5-point Likert scale: 1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree

Column	Statement
Q1r1	Onboarding was quick and easy

Q1r2	Support responds quickly when I need help
Q1r3	The platform is reliable and rarely goes down
Q1r4	It connects to the apps and systems we use
Q1r5	The product is easy to use day to day
Q1r6	Pricing is fair for the value we get
Q1r7	The documentation is clear and complete
Q1r8	Workflows run fast without lag
Q1r9	Security and compliance meet our needs
Q1r10	Our account / customer-success team is helpful

Subgroup / Filter Columns

Use these columns to filter respondents or run subgroup comparisons.

Column	Description	Values
S1	Industry	1 = Technology, 2 = Financial services, 3 = Health care, 4 = Retail/Ecommerce, 5 = Manufacturing, 6 = Professional services, 7 = Education, 8 = Other
S8	Company size (employees)	1 = 1-4, 2 = 5-9, 3 = 10-24, 4 = 25-49, 5 = 50-74, 6 = 75-99, 7 = 100-249, 8 = 250-500, 9 = 501-999, 10 = 1K-2.5K, 11 = 2.5K+
S9	Purchase decision influence	1 = Little/no influence, 2 = Some influence, 3 = Major influence, 4 = Sole decision-maker
HVCOHORT	Age cohort	1 = Gen Z, 2 = Millennials, 3 = Gen X, 4 = Boomer+
HVREGION	Sales region	1 = NA, 2 = EMEA, 3 = APAC, 4 = LATAM

Note: This data file is in SPSS (.sav) format with full metadata including variable labels, value labels, and measure types. Column names and value labels are embedded in the file and will display automatically when opened in SPSS or uploaded to CrowdminesAI.