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LIKERT SCALE

A Likert scale is a psychometric scale commonly involved in research that employs questionnaires. It is the most widely used approach to scaling responses in survey research, such that the term is often used interchangeably with rating scale, although there are other types of rating scales. It often ranges from "Strongly Agree" to "Strongly Disagree"

This Tableau Accelerator allows you to:

- **Measure attitudes and opinions**
- **Better understand survey responses with a greater degree of nuance than simple "yes/no" questions to gauge peoples' sentiments and inclinations**
- **Deep-dive across segments to uncover specific patterns**

Answer key business questions

- What are the predominant feelings of my result base?
- Is the overview of their response match what I expected?
- What is the average opinion of the participants?

Monitor and improve KPIs

- **Likert Score:** Average score (scores rank from 1 to 5). A Likert scale is a type of rating scale used in questionnaires that allows respondents to indicate their level of agreement with a particular statement, with a score between 1 and 5. A score of 1 is associated with total disagreement and a score of 5 with total agreement. Likert scales are often used in survey research to measure attitudes, beliefs, and opinions.
- **Likert Share:** Share of participations where this choice was picked. Measure how people feel on this topic with the percentage of people who have respond this Likert Score.
- **Nb of Participations:** Number of participations to the survey

Required attributes

- **Survey Date** (*date*): Date of survey
- **Question Category** (*string*): Grouping of Questions
- **Question** (*string*): Label of the question (for example: "I have confidence in the decisions made by leadership")
- **Participation #** (*string*): Participation Unique Identifier
- **Answer (text)** (*string*): Label of the answer,
 - Expected values: "Strongly disagree", "Disagree", "Neither agree nor disagree", "Agree" or "Strongly agree"
- **Answer (score)** (*numeric*): Integer Value of the answer
 - Expected values: 1 for "Strongly disagree", 2 for "Disagree", 3 for "Neither agree nor disagree", 4 for "Agree" or 5 for "Strongly agree"