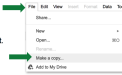




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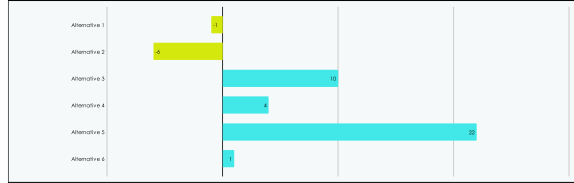


Sensitivity Analysis Pugh Matrix Template – Example

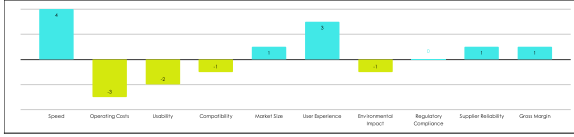
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Complete the Pugh Matrix below. Dashboard area will populate automatically.

Alternatives



Criteria



MATRIX

1	Better
0	Same
-1	Worse

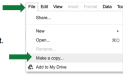
Alternatives

Criteria Group	Criterion	WEIGHT Score of 1 to 10	Alternatives						SCORE	RANK
			Alternative 1	Alternative 2	Alternative 3	Alternative 4	Alternative 5	Alternative 6		
Performance	Speed	10	1	1	1	1	1	-1	4	1
Cost	Operating Costs	9	-1	-1	-1	0	0	0	-3	10
Design	Usability	5	0	-1	0	-1	0	0	-2	9
Technology	Compatibility	2	1	-1	0	1	-1	-1	-1	7
Market	Market Size	3	-1	-1	0	1	1	1	1	3
Customer Satisfaction	User Experience	7	0	1	1	-1	1	1	3	2
Sustainability	Environmental Impact	2	1	-1	0	1	-1	-1	-1	7
Compliance	Regulatory Compliance	4	-1	1	-1	1	0	0	0	6
Supply Chain	Supplier Reliability	6	0	-1	1	-1	1	1	1	3
Profitability	Gross Margin	1	1	0	0	1	0	-1	1	3
	Number of 1		4	3	3	6	4	3		Better
	Number of 0		3	1	5	1	4	3		Same
	Number of -1		3	6	2	3	2	4		Worse
	Non-Weighted Solution Scores		1	-3	1	3	2	-1		
	Weighted Alternative Scores		-1	-6	10	4	-22	1		

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Dropdown Key

1	Better
0	Same
-1	Worse

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