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Pairwise Comparison Matrix Template

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- 1 Better
- 0 Same
- 1 Worse

| CRITERIA | VS. Quality | VS. Cost | VS. Speed | VS. Reliability | VS. Reliability | VS. Customer Satisfaction | VS. Efficiency | VS. Scalability | VS. Innovation | VS. Ease of Implementation | SCORE | RANK |
|------------------------|-------------|----------|-----------|-----------------|-----------------|---------------------------|----------------|-----------------|----------------|----------------------------|-------|------|
| Quality | 1 | | | | | | | | | | 0 | 1 |
| Cost | | 1 | | | | | | | | | 0 | 1 |
| Speed | | | 1 | | | | | | | | 0 | 1 |
| Reliability | | | | 1 | | | | | | | 0 | 1 |
| Reliability | | | | | 1 | | | | | | 0 | 1 |
| Customer Satisfaction | | | | | | 1 | | | | | 0 | 1 |
| Efficiency | | | | | | | 1 | | | | 0 | 1 |
| Scalability | | | | | | | | 1 | | | 0 | 1 |
| Innovation | | | | | | | | | 1 | | 0 | 1 |
| Ease of Implementation | | | | | | | | | | 1 | 0 | 1 |

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Pairwise Comparison Matrix Template – Example

| | |
|----|--------|
| 1 | Better |
| 0 | Same |
| -1 | Worse |

| CRITERIA | Vs. Range | Vs. Price | Vs. Charging Time | Vs. Battery Life | Vs. Maintenance Costs | Vs. Brand Reputation | Vs. Safety Features | Vs. Technology Integration | Vs. Resale Value | Vs. Environmental Impact | SCORE | RANK |
|------------------------|-----------|-----------|-------------------|------------------|-----------------------|----------------------|---------------------|----------------------------|------------------|--------------------------|-------|------|
| Range | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | -1 | 1 | 5 | 4 |
| Price | 1 | - | -1 | 1 | -1 | -1 | -1 | 1 | 0 | -2 | 10 | |
| Charging Time | 0 | -1 | - | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 2 | 7 |
| Battery Life | -1 | 0 | 0 | - | 1 | 1 | 1 | 1 | 0 | 1 | 4 | 5 |
| Maintenance Costs | 0 | 1 | 1 | 1 | - | -1 | 0 | 1 | 1 | -1 | 3 | 6 |
| Brand Reputation | 1 | 1 | 1 | 1 | 1 | - | 1 | 1 | 0 | 1 | 8 | 2 |
| Safety Features | 0 | 0 | 0 | 1 | -1 | -1 | - | 1 | 1 | 0 | 1 | 8 |
| Technology Integration | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - | 1 | 1 | 9 | 1 |
| Resale Value | 0 | 0 | 0 | 0 | 0 | 1 | 1 | -1 | - | -1 | 0 | 9 |
| Environmental Impact | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | - | 7 | 3 |

Pairwise Comparison Matrix

| | |
|----|--------|
| 1 | Better |
| 0 | Same |
| -1 | Worse |

| CRITERIA | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | SCORE | RANK |
|----------|----|----|----|----|----|----|----|----|----|----|-------|------|
| | -1 | | | | | | | | | | 0 | 1 |
| | | -1 | | | | | | | | | 0 | 1 |
| | | | -1 | | | | | | | | 0 | 1 |
| | | | | -1 | | | | | | | 0 | 1 |
| | | | | | -1 | | | | | | 0 | 1 |
| | | | | | | -1 | | | | | 0 | 1 |
| | | | | | | | -1 | | | | 0 | 1 |
| | | | | | | | | -1 | | | 0 | 1 |
| | | | | | | | | | -1 | | 0 | 1 |
| | | | | | | | | | | -1 | 0 | 1 |

DROPDOWN KEY

| | |
|----|--------|
| 1 | Better |
| 0 | Same |
| -1 | Worse |

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