

**DEFINITION:** Paired Comparison Analysis is an activity for evaluating a small range of options by comparing them against each other. It is a useful and easy technique for rating and ranking alternatives where the evaluation criteria are subjective by nature. This is practically helpful when priorities are not clear enough and when alternatives are completely different from one another, or when there is little objective data to base our decision on.

## Paired Comparison Worksheet

Option	A	B	C	D	E	F	G	H
A								
B								
C								
D								
E								
F								
G								
H								

Option	Total	Rank
A		
B		
C		
D		

Option	Total	Rank
E		
F		
G		
H		