

Report of your AHP - Analysis

Goal: Which Fast Food Restaurant to Eat at
Date: December 13, 2020

Page 1 of 7

Result Summary

Alternatives Ranking:

	Name	Value
1.	Mom's Touch	27.11%
2.	Burger King	24.84%
3.	KFC	24.36%
4.	McDonalds	23.68%

Alternative-Main Criterion-Matrix:

	Cleanlines s	Customer Service	Facilities	Location	Price
Burger King	13.95%	40.15%	29.20%	39.52%	10.76%
KFC	36.84%	11.97%	23.77%	23.90%	18.96%
McDonalds	30.75%	20.69%	17.06%	19.76%	25.81%
Mom's Touch	18.46%	27.19%	29.98%	16.82%	44.48%

Consistency ratio: 0.42 (Critical consistency ratio: 0.1)

Main Criteria Weighting:

	Name	Value
1.	Cleanliness	25.44%
2.	Price	23.22%
3.	Location	22.13%
4.	Facilities	15.28%
5.	Customer Service	13.92%

Alternatives Summary

Name	Description
Mom's Touch	*no description available*
Burger King	*no description available*
KFC	*no description available*
McDonalds	*no description available*

Criteria Summary

1. Main Criterion: Customer Service

Parent(s): -

Description:

no description available

Weighting Matrix:

	Burger King	KFC	McDonalds	Mom's Touch
Burger King	1	3.00	3.00	1.00
KFC	0.33	1	0.50	0.50
McDonalds	0.33	2.00	1	1.00
Mom's Touch	1.00	2.00	1.00	1

Consistency ratio: 0.04 (Critical consistency ratio: 0.1)

Result (Ranking):

	Name	Value
1.	Burger King	40.15%
2.	Mom's Touch	27.19%
3.	McDonalds	20.69%
4.	KFC	11.97%

2. Main Criterion: Price

Parent(s): -

Description:

no description available

Weighting Matrix:

	Burger King	KFC	McDonalds	Mom's Touch
Burger King	1	0.33	0.50	0.33
KFC	3.00	1	0.50	0.33
McDonalds	2.00	2.00	1	0.50
Mom's Touch	3.00	3.00	2.00	1

Consistency ratio: 0.06 (Critical consistency ratio: 0.1)

Result (Ranking):

	Name	Value
1.	Mom's Touch	44.48%
2.	McDonalds	25.81%
3.	KFC	18.96%
4.	Burger King	10.76%

3. Main Criterion: Facilities

Parent(s): -

Description:

no description available

Weighting Matrix:

	Burger King	KFC	McDonalds	Mom's Touch
Burger King	1	2.00	2.00	0.50
KFC	0.50	1	2.00	1.00
McDonalds	0.50	0.50	1	1.00
Mom's Touch	2.00	1.00	1.00	1

Consistency ratio: 0.11 (Critical consistency ratio: 0.1)

Result (Ranking):

	Name	Value
1.	Mom's Touch	29.98%
2.	Burger King	29.20%
3.	KFC	23.77%
4.	McDonalds	17.06%

4. Main Criterion: Location

Parent(s): -

Description:

no description available

Weighting Matrix:

	Burger King	KFC	McDonalds	Mom's Touch
Burger King	1	2.00	2.00	2.00
KFC	0.50	1	1.00	2.00
McDonalds	0.50	1.00	1	1.00
Mom's Touch	0.50	0.50	1.00	1

Consistency ratio: 0.02 (Critical consistency ratio: 0.1)

Result (Ranking):

	Name	Value
1.	Burger King	39.52%
2.	KFC	23.90%
3.	McDonalds	19.76%
4.	Mom's Touch	16.82%

5. Main Criterion: Cleanliness

Parent(s): -

Description:

no description available

Weighting Matrix:

	Burger King	KFC	McDonalds	Mom's Touch
Burger King	1	0.33	0.50	1.00
KFC	3.00	1	2.00	1.00
McDonalds	2.00	0.50	1	3.00
Mom's Touch	1.00	1.00	0.33	1

Consistency ratio: 0.11 (Critical consistency ratio: 0.1)

Result (Ranking):

	Name	Value
1.	KFC	36.84%
2.	McDonalds	30.75%
3.	Mom's Touch	18.46%
4.	Burger King	13.95%