**AHP VS NPS**

*AHP (Analytic Hierarchy Process) and NPS (Net Promoter Score) are both widely used in business contexts, but they serve different purposes:*

***Analytic Hierarchy Process (AHP):***

**Purpose**

AHP is a decision-making tool used to prioritize alternatives or criteria based on multiple factors or criteria.

**Methodology**

It involves breaking down complex decisions into a hierarchy of criteria and alternatives, then evaluating pairwise comparisons between them to determine their relative importance.

**Application**

AHP can be applied in various contexts such as project selection, supplier evaluation, product development, resource allocation, and more.

***Net Promoter Score (NPS):***

**Purpose**

NPS is a metric used to measure customer loyalty and satisfaction.

**Methodology**

It involves asking customers a single question: "On a scale of 0 to 10, how likely are you to recommend our product/service to a friend or colleague?" Based on their responses, customers are categorized into Promoters (score 9-10), Passives (score 7-8), and Detractors (score 0-6). The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters.

**Application**

NPS is commonly used by businesses to gauge customer satisfaction, identify areas for improvement, and track changes in customer sentiment over time.

In summary, while both AHP and NPS are valuable tools in the business world, they serve different purposes: AHP is used for decision-making and prioritization, while NPS is used for measuring customer loyalty and satisfaction.