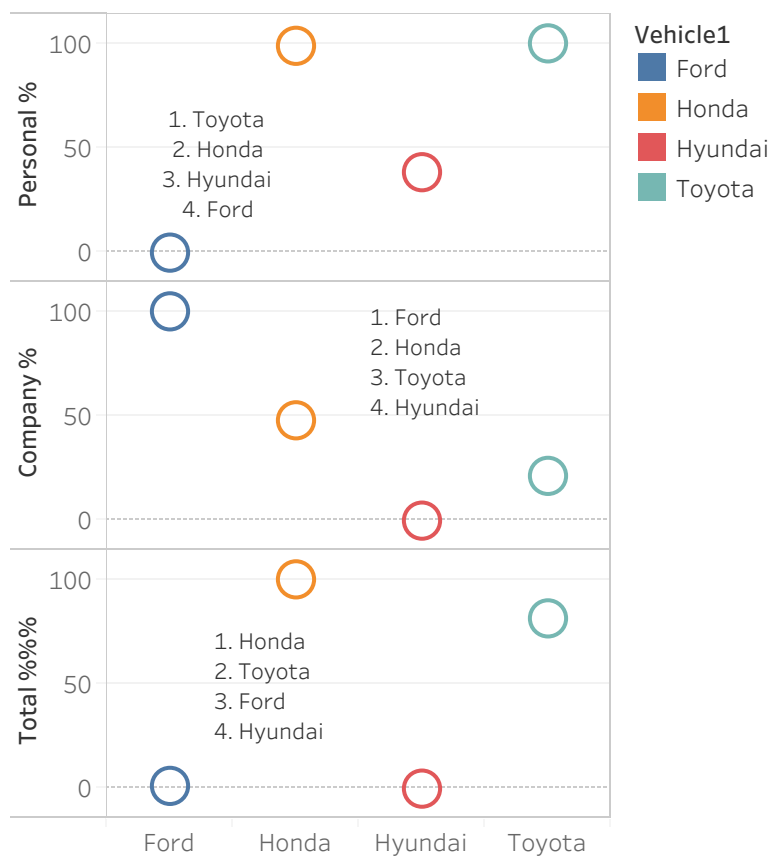


Cross Comparison of Vehicle Ratings



This chart is where the weights of each element become evident. In order to create a final sum of where each vehicle stood, I used the SUMPRODUCT function in excel to multiply each value by its respective weight, and then divide by the summation of the weights. To represent them on the circle chart, I rescaled the axis with the aforementioned Min-Max scale. The company can follow each of the ratings and parallel charts to show that, in the end, the best overall vehicle is clearly the 2017 Honda CR-V.