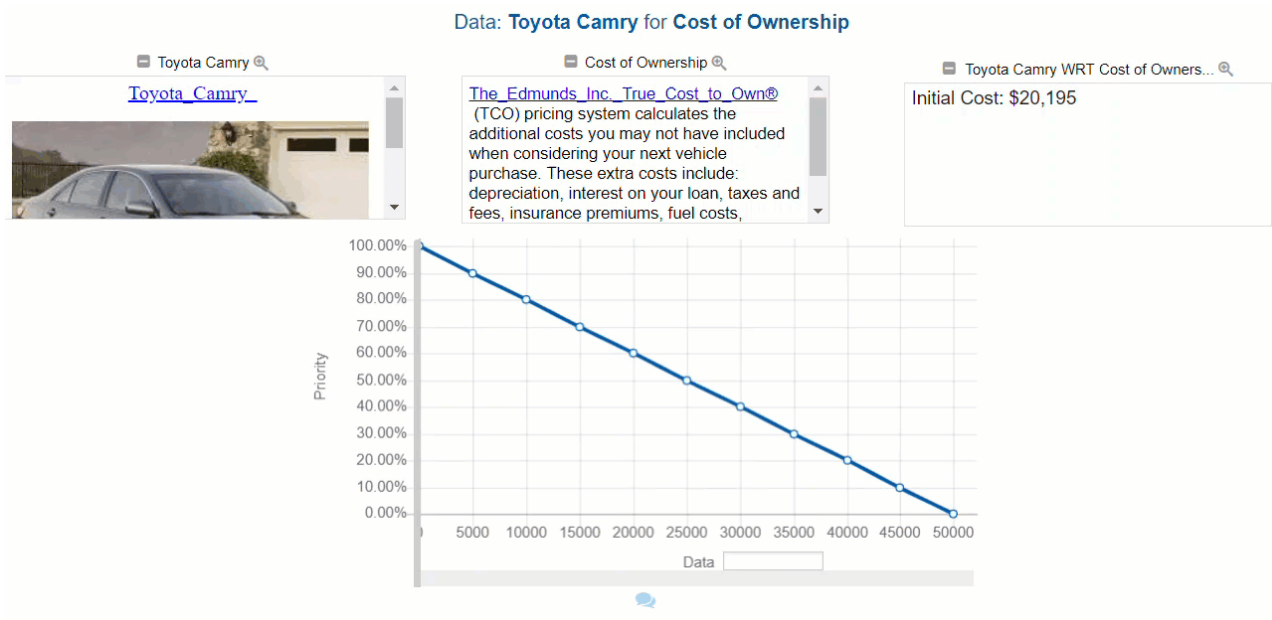# Utility Curve

Utility curves are used to convert data into ratio scale priorities. Utility curves can be increasing or decreasing, linear or non-linear.

In the example below we are asked to enter data (Initial Cost: 20,195) for the alternative "Toyota Camry."

The data can be entered by dragging the horizontal slider, typing in the text box, or with a data grid upload (recommended when there are many alternatives). In our example above, the data is translated to priority (59.61%).