**COMPARATIVE STUDY TEMPLATE
for Microsoft Word EXAMPLE**

POSITIVE CHARGE

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SIDE-BY-SIDE COMPARISON

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| *On the left side, describe the first item, concept, or strategy you are comparing, detailing its key features, benefits, and potential drawbacks. On the right side, do the same for the second item, concept, or strategy. This layout is ideal for doing an in-depth comparison of two different elements.* |
| Positive Charge's Traditional Charging Stations: | Positive Charge's High-Speed Charging Stations: |
| Standard charging speed, located in commercial areas, moderate utilization rates. | Rapid charging technology, placed strategically at logistics hubs, high utilization and efficiency rates. |

PAST YEAR VERSUS CURRENT YEAR

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| *For each of the items, provide a brief analysis comparing Past Year and Current Year data. Explain the significance of the changes that have occurred and what they indicate about performance, trends, or improvements. Compare yearly performance or progress. Include relevant percentages and explain briefly why each item has changed or maintained consistency over the years.* |
|  | 20XX | 20XX | NOTES |
| Item 1 | PAST YEAR: 25% downtime due to limited charging stations. | CURRENT YEAR: With new stations, downtime reduced to 15%. | Reduced downtime by 40% due to the addition of new charging stations. |
| Item 2 | PAST YEAR: Customer satisfaction survey at 70%. | CURRENT YEAR: Customer satisfaction survey at 85%. | Improved customer satisfaction by 21.4% as a result of faster delivery times. |
| Item 3 | PAST YEAR: Costs at $150K. | CURRENT YEAR: Costs at $127.5K. | Energy costs decreased from 20% to 15% of operational costs due to more efficient route planning. |

YEAR-OVER-YEAR VERTICAL BAR CHARTS

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| *Use these bar charts to show how specific items/metrics have changed over a three-year period. Each bar represents a year. Input data to reflect growth, decline, or stability. Include a brief description below each chart to explain the key factors influencing these year-over-year changes.* |

This bar chart displays the growth of Positive Charge over the last three years in these key areas: network expansion (number of charging stations), fleet size, and revenue. Each bar represents a year.

COMPARATIVE ANALYSIS

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| *Under each Option (A and B), list three relevant features or aspects. Describe the advantages and drawbacks of these features, focusing on comparing and contrasting the two options. This exercise is critical to any in-depth analysis of two different strategies, products, or solutions.* |
| OPTION A |
| Standard EV Logistics Model | Traditional routes, regular charging, standard delivery schedules. |
| Feature 2 | Description… |
| Feature 3 | Description… |
| OPTION B |
| Innovative EV Logistics Model | AI-optimized routes, high-speed charging, dynamic delivery schedules. |
| Feature 2 | Description… |
| Feature 3 | Description… |

ANALYSIS: Compare the traditional and innovative models in terms of efficiency, cost-effectiveness, and customer satisfaction to highlight the impact of Positive Charge's advanced approach.

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