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What is KPI?

A Key Performance Indicator (KPI) is a quantifiable measure that shows the degree to which someone group of people or company is meeting important business targets.

KPIs assist in monitoring goal progress and guiding decision making. KPIs are measurable indicators that are utilized to measure success over the course of time.

What is KRA?

A Key Result Area (KRA) defines the overall areas of responsibility within the department or the job. It outlines the principal tasks and duties that lead to the fulfillment of organizational goals. KRAs are focused on what needs to be achieved but not on the way the success will be measured.

Difference Between KPI and KRA

KRA defines what a person or department is responsible for.

KPI measures how well they are performing in those responsibilities.

KRAs set the foundation, while KPIs track success.