JIRA is a popular project management tool developed by Atlassian. It is primarily used for issue tracking, bug tracking, and project management. JIRA allows users to create issues or tasks, assign them to team members, and track the progress of those tasks through various stages of completion.

Some key features of JIRA include customizable workflows, agile project management support, customizable dashboards and reports, and integrations with other popular tools such as GitHub and Confluence. JIRA also offers a range of add-ons and plugins that extend its functionality.

JIRA is widely used in software development, but can be applied to other types of projects as well. It is available both as a cloud-based service and as an on-premises software installation.

IRA (short for "issue tracking and project management software by Atlassian") is a widely used software tool for managing projects and tracking issues. It allows teams to plan, track, and release software, as well as to manage tasks and projects across a variety of industries.

JIRA provides a range of features that help teams collaborate and stay organized, including:

1. Issue tracking: Teams can create, assign, and track tasks, bugs, and other issues related to a project.
2. Agile project management: JIRA supports agile methodologies like Scrum and Kanban, with features such as sprint planning, backlog prioritization, and burndown charts.
3. Customization: Users can customize workflows, fields, and screens to fit their team's specific needs.
4. Reporting: JIRA provides a variety of reports and dashboards to help teams track progress and identify areas for improvement.
5. Integration: JIRA integrates with a variety of other tools, such as GitHub, Confluence, and Slack.

JIRA has become a popular choice for software development teams, but it can be used for project management in many other industries as well.