KPI MEASUREMENT TYPES I GUIDE

Types of KPIs	What do they measure?
Input KPI	Measure resources involved in achieving the objectives whether they are related to time, human capital or costs (e.g team members; project budget).
Process KPI	Measure the efficiency or productivity of a business process. Indicate the activities required to achieve your objectives & to produce the expected outcomes (e.g time to process invoices; % equipment utilization rate; days to deliver an order) .
Output KPI	Measure the financial and non-financial results of business activities. Measures the quality or the quantity of the goods or services created (e.g items sold; electricity generated).
Outcome KPI	Measure the overall impact or results of a business activity (e.g provision of goods and services) in terms of generated benefits & performance (e.g market share; customer satisfaction & retention; brand awareness).
Qualitative KPI	A descriptive characteristic, an opinion, personal traits and perceptions. (e.g customer or employee satisfaction; service quality rating; internal corruption index).
Quantitative KPI	All other KPIs. In practice, it all comes down to quantitative data when measuring a KPI, even if this data reflects qualitative aspects. Operational systems that manage inventory, supply chain, purchasing, orders, accounting, financial systems, all gather quantitative data by means of KPIs. (e.g. transactions processed per hour; % orders delivered on time; production cycle time).