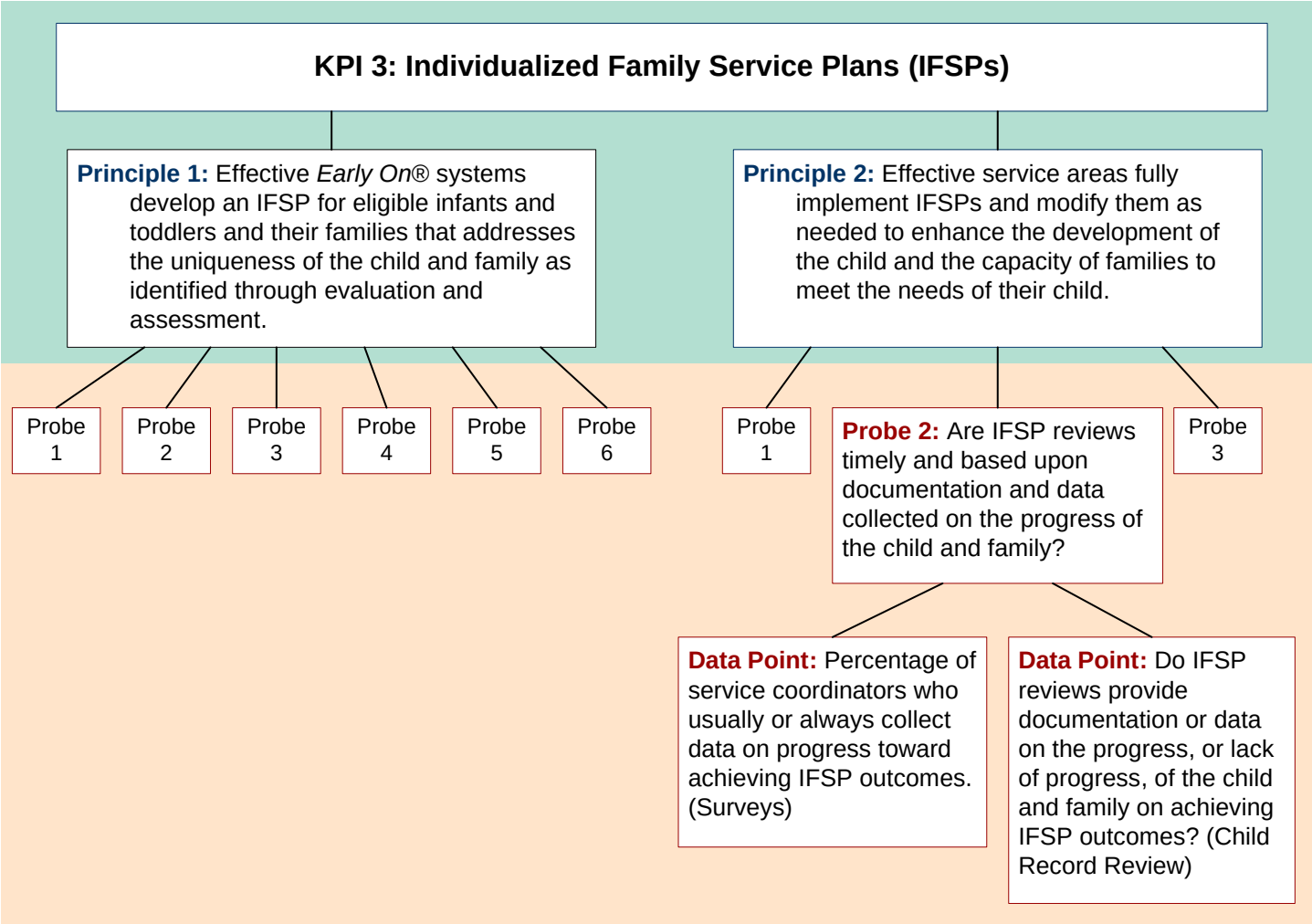Key Performance Indicator (KPI) Structure