

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
(Key Function – 7.3 Product Development)

Title	Lead product and operations data analysis
Code	109430L5
Range	Conducting comprehensive analysis on operational processes, product performance and profitability, workflow efficiency of all categories of enterprise banking functions.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Understand and define updated business operations process flows with an aim to bring about product and process improvement; • Have an in-depth understanding and apply rigorous statistical and technical tools and acumen in support of analytics engagement activities of the bank; • Possess expertise knowledge in interpersonal relationship management and apply consultative and relationship building skills to manage projects and people engaged in the data analysis exercises. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Leverage operations' workflows; analyse and format production data to develop required code for simulation; • Confirm data collection channels and availability of data analytics resources; and proactively identify and model process improvement prototypes, data mining, data validity and analytics; • Perform the required data exploration and analysis to verify the problem statement and the applicability of proposed solutions; • Work closely with business banking administration, product management, marketing, operations and servicing functions to manage the existing product lines; develop and launch of new products, features and functionalities; • Utilize data to develop product strategy; leverage existing capabilities and identify product gaps based on competitive assessment and opportunities; • Design and conduct competitive market research, analysis of competitive and market forces and on-going assessment of internal strengths and weaknesses; ensure the product development and enhancements comply with the bank's product development policies; • Manage the IT systems development of new products and enhancement of existing products and services; • Measure and track the financial performance volumes against established goals; manage the product profitability and develop tactics to improve profitability and performance through product design and pricing discipline. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Review regularly to ensure all analysis and measurements are carried out in compliance with banking industry practices and relevant standards;

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	<ul style="list-style-type: none">• Check and validate product and operations data to ensure the analysis data are processed accurately and precisely.
Assessment Criteria	The integral outcome requirements of this UoC are: <ul style="list-style-type: none">• Designing and executing of research to identify improvement areas of operational processes, existing product weaknesses and client demand on new product features to develop product strategies of the bank;• Developing tactics to measure and improve product performance and profitability.
Remark	