

**Specification of Competency Standards**  
**for the Banking Industry**  
**Unit of Competency**

Functional Area - 11. Other Generic Competencies  
(Key Function – 11.6 Personal Effectiveness)

Title	Utilise analytical power to drive business results
Code	109616L4
Range	Building, developing, demonstrating analytical skills and systematically using them in work situations. The context is relevant to daily business and operations situations which engage one's conceptual skills in collecting, differentiating and analysing different data to achieve business results. This applies to all levels of banking practitioners.
Level	4
Credit	3 (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"> <li>• Understand the nature of the tasks and information which deducing and/or inducing to achieve business results;</li> <li>• Demonstrate knowledge in data gathering and analysis by applying them to collect, visualize and scrutinize information to see the bigger picture or trend behind facts;</li> <li>• Possess the knowledge of the usage of common analytical tools for different business or operational goals (e.g. SWOT analysis, PESTEL analysis &amp; etc.).</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Digest and evaluate the big pieces of information of a situation; break and re-arrange them to identify the details and the systematic trends or sequential links which bring them together to form the big picture;</li> <li>• Follow systematic protocol, procedures and a well-established plan as a common practice to carry out the analysis, e.g. sales cycle performance, customer feedback, etc.;</li> <li>• Apply data analysis common steps (i.e. data collection, data mining, data analysis, summarizing and reporting) to ensure the quality of analysis;</li> <li>• Develop subject-specific or project-specific analysis skills;</li> <li>• Select and apply appropriate tools for facilitating the analysis process for driving business results or operational goals.</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Strengthen analytical skills by openly discuss the tasks with different parties and seek their feedback;</li> <li>• Articulate, analyse, solve complex issues and make decision with innovative ideas collected from different stakeholders' new perspectives;</li> <li>• Comply with regulatory requirements, professional ethics and internal guidelines of the bank to review the process of business and operations analysis.</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Demonstrating the ability of taking a large volume of data, analyse trends and produce results. It may include a systematic programme with accurate results output and a report on the effectiveness of a particular event such as a product promotion campaign, operations processes effectiveness or user-friendliness of particular services, etc.</li> </ul>

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Remark	
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