Functional Area: Product & Service Life Cycle (Operation / Support)

1.	Title	Identify patterns and trends on customer revenue
2.	Code	ITCSPL424A
3.	Range	This UoC applies to all subsequent analysis work related to the customer revenue data collection and reporting tasks in the previous job step. The analysis focuses on identifying the patterns and trends on customer revenue, which are useful indicators revealing the preferences and choices of customer towards the product / service in concern.
4.	Level	4
5.	Credit	2
6.	Competency	<table><tr><td colspan="2">Performance Requirement</td></tr><tr><td>6.1 Possess the knowledge in the subject area</td><td> - Fully understand that data analysis is an extremely important phase after completion of data collection and report generation, in order to identify and uncover the important elements embedded - Aware of the existence of a wide range of methods and techniques in data analysis, each with its distinct advantages and applicability in different environments - Understand the importance of exploring customer revenue patterns and trends in order to review the degree of success / failure of the product / service in concern - Fully comprehend that the pattern and trend identification process can also serves as important guidelines on all future design, production and marketing of the product / service in concern - Be aware of the possible errors in interpreting the findings from the collected data, and its escalated effects on future decisions about the product / service in concern </td></tr><tr><td>6.2 Identify patterns and trends on customer revenue</td><td>Be able to: - Exhibit the ability to correctly interpret and explain the facts contained in the customer revenue data and reports - Exhibit the ability to correctly identify and consolidate the customer usage patterns and trends based on findings from those customer revenue reports - Provide constructive suggestions / proposals for the product in concern, such as the future production volume, provision channels, product packaging, etc - Calculate and / or estimate with high accuracy the additional revenue / benefit that can be generated if the proposal for changes are approved and finally implemented - Estimate with high accuracy the future changes in customer usage pattern if the proposal for changes are approved and finally implemented. - Effectively communicate with all level of staff members regarding the customer pattern findings, to seek management's approval for changes and co-operation of other colleagues for implementing the changes - Take all reasonable precautions and reviewing to cater for mistakes in data interpretation or unexpected deviations while implementing the recommended changes </td></tr></table>

	6.3 Exhibit professionalism	• Always ensure all related staff members contribute their greatest effort in this task step for customer revenue patterns and trends identification • Always work with full capacity and ability to ensure successful completion of this analysis phase
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: i. successfully identify those customer trends and patterns based on the data and report solicited ii. ensure the releases of constructive and fruitful proposals to cope with the usage pattern uncovered	
Remark		