

Specification of Competency Standards
for the Import and Export Industry
Unit of Competency

Functional Area - Digital Marketing

Title	Analyse customer orders
Code	110968L4
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for analysing order conditions to provide data-based insights for digital marketing strategies.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Identify customer order patterns and analysis methods</p> <ul style="list-style-type: none"> • Examine current order channels • Identify order categories • Identify the sources of customer groups • Analyse order cancellation and return rate trends <p>2.2.1 Execute order analysis</p> <ul style="list-style-type: none"> • Classify customer orders according to product characteristics • Adjust sales forecasts according to market changes • Develop logistics support based on order characteristics • Write reports and present analysis results using different types of charts and tables <p>2.2.2 Apply big data analysis results to adjust digital marketing strategies and optimise sales models</p> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Protect customer privacy in data collection in accordance with relevant regulations • Adapt to market changes and adjust digital marketing strategies in a timely manner
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of analysing customer orders and present the analysis results using appropriate charts and tables • Capable of adjusting sales forecasts and developing logistics support based on the analysis results
Remark	This UoC is adopted from the Retail Industry UoC 107199L3