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

Functional Area - Digital Marketing

Title	Apply big data analysis
Code	110986L4
Range	This unit of competency is applicable to practitioners in the import and export industry who are responsible for integrating and analysing big data related to import and export trade to assist the enterprise in developing business strategies.
Level	4
Credit	7
Competency	Performance Requirements 1. Possess the concept of big data in import and export trades • Identify how to apply big data in import and export trade to assist in decision-making • Examine methods and sources of collecting big data to select solutions suitable for the enterprise • Examine analysis tools and techniques to select solutions suitable for the enterprise 2. Apply big data analysis • Set analysis objectives • Analyse customer consumption behavior, such as potential demand, to complement the enterprise's digital marketing strategies 3. Exhibit professionalism • Develop appropriate big data analysis plans based on the enterprise's business needs • Safeguard personal privacy protection when applying big data analysis
Assessment Criteria	The integrated outcome requirements of this unit of competency are: • Capable of possessing big data concepts related to import and export trades to formulate business strategies • Capable of developing appropriate big data analysis plans based on the business needs of the enterprise
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