Unit of Competency

Functional Area: Information Technology

Title	Manage business intelligence
Code	105104L5
Range	This unit of competency (UoC) is applicable to staff responsible for the application of new technologies to promote business development in the retail industry. It requires judgement, supervision, analysis and evaluation. It covers the abilities to manage business intelligence tools in order to provide important information for making better decisions and assist the organization to handle related risks.
Level	5
Credit	6 (for reference only)

Competency	Performance Requirements
	1. Knowledge of business intelligence (BI)
	    • Understand the business strategies and retail business processes of the organization
	    • Understand BI tools and their applications, e.g.:
	        • Monitor key performance indicators（KPI）of business
	        • Forecast customer demand
	        • Make more accurate business decisions, e.g.:
	            • More competitive price
	            • More accurate marketing
	            • More accurate inventory control
	        • Increase the sales
	        • Communication among departments
	        • Manage or analyze report information
	    • Master the business process requirements and specifications of the organization's IT system
	2. Manage business intelligence
	    • Cooperate with business departments to confirm the organization's BI requirements, e.g.:
	        • Confirm BI target user (e.g. senior management, middle management, general users, etc.)
	        • Confirm areas for business development (e.g. purchasing, sales and marketing, customer service, etc.)
	        • Confirm to buy BI software tools or to develop internally
	    • Coordinate with IT department to develop the best BI system, e.g.:
	        • Confirm and locate data in the organization
	        • Aggregate database systems of the organization
	        • Confirm on how to manage and save the data
	        • Provide user tools to allow the access of detailed information
	        • Transform KPIs into technical specifications and provide required BI functions
	    • Formulate training programmes and timetable for BI system users
	    • Check and maintain the BI system regularly to ensure provision of required information and information security
	3. Exhibit professionalism
	    • Ensure that the data of the BI system managed are accurate
	    • Protect the benefit of the organization when managing the BI system

Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Ensure that the BI system supports the organization's business development and provides necessary information in order to help the users make correct decisions.
Remark	