Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Operating Data Analysis

Title	Apply spreadsheet for operational data analysis
Code	107138L3
Description	Conduct market analysis including risk assessment, market forecasting, effectiveness evaluation, etc., to provide data support for marketing activities and e-business units. Provide a scientific basis for marketing behavior to enhance the level of management and decision-making.
Level	3
Credit	12（For Reference Only）

Competency	Performance Requirements
	1. Master the statistical functions of software system (e.g. Microsoft EXCEL)
	
	• Master the basic function and operations of software system
	   o Setup FORM
	   o Understand the basic functions of the various parts of the form, including the input text, numbers, dates and special symbols, the basic operation of the cell
	   o Master method of fast data input such as "Enter the same data in multiple cells," "Serial fill count according to "," double-click the fill pad to quickly fill the data "," use the 'sequence' dialog box to fill data "and" custom sequence "
	   o Master and proper use of several commonly used data processing methods include "selective paste", "split / freeze window", "filter" and "sort"
	• Select the appropriate formula for data processing according to the needs of corporate
	   o Calculate the ranking and percentage ranking
	   o Calculate the average
	   o Calculate the correlation coefficient
	
	2. Apply software statistical functions to analysis marketing data to support the corporate marketing strategy
	
	• Apply the software to conduct data calculation and present the results in statistical charts and paragraphs
	• Explain in written or verbal format the results of statistical calculation as evidence to support the operation of the marketing and other units of the corporate
	
	3. Exhibit professionalism
	
	• Comply with the relevant regulatory requirements in processing the data

Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Define clearly the scope of problems based on the different marketing behavior. Select appropriate statistical method to analyse data. • Identify the types and sources of data, and input data accurately. • From the perspective of marketing, present in written or verbal format the results of data analysis.
Remark	