

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Operating Data Analysis

Title	Analyse sales data
Code	107140L3
Description	Analyse sales data to look for the pattern behind and the hidden information so as to catch the market development trend. It also helps to raise the level of management strategy making.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the meaning of sales data analysis and data collection methods</p> <ul style="list-style-type: none"> • Understand the commonly used sales data and its meaning • Master the collection of sales data and ensure the accuracy of the following data: sales date, sales area, sales location, dealer, product line, product name, product price and sales volume etc. <p>2. Master the various sales data analysis steps and methods</p> <ul style="list-style-type: none"> • Overall sales analysis <ul style="list-style-type: none"> ○ Sales volume and sales analysis: analysis of the overall sales, volume, and industry standards, so as to analyse the performance of corporate ○ Seasonal analysis: rules of sales season. Comparison with overall sales data can provide information for production planning ○ Commodity structure analysis: through the overall commodity structure analysis to understand the overall commodity structure distribution and key commodity performance ○ Price system analysis: through the overall price structure analysis to provide rational justification for price structure adjustment • Regional analysis: <ul style="list-style-type: none"> ○ Regional distribution: analysis of the sales area of the corporate and the performance of the region to identify key areas, to explore potential markets and to propose the follow-up strategy of the regional layout. ○ Key regional analysis: focus on the regional marketing region analysis to explore its development trends and structural characteristics as reference for the future development. ○ Analysis of regional sales changes: Analyse areas that are growing or declining significantly so as to summarize opportunities and avoid potential threats ○ Regional product analysis: conduct multi-factor composite analysis on the commodity structure in the important regions. • Product line analysis: <ul style="list-style-type: none"> ○ Product line structure analysis: analysis of product lines and single product structure distribution. Identify key product trends and market performance of new products. ○ Key product analysis: analysis of key products to find out the existing problems for future improvement. ○ Product area analysis: through the analysis of distribution of product sales areas, distinguish between key products and general products for the product line as reference for further refinement. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply with the relevant regulatory requirements in processing and editing the data

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	<ul style="list-style-type: none">• Ensure the accuracy in processing and editing the data
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: <ul style="list-style-type: none">• Understand the types and meanings of sales data• Ensure the accuracy and usability of data• Master the steps and methods of data analysis
Remark	