

**Specification of Competency Standards**  
**for the Retail Industry**  
**Unit of Competency**

Functional Area - Operating Data Analysis

Title	Prepare business data analysis report
Code	107146L6
Description	Based on the analysis of business data, conduct analysis on the corporate business operation and prepare analysis report.
Level	6
Credit	6 ( For Reference Only )
Competency	<p>Performance Requirements</p> <p>1. Understand requirements of preparing business data analysis report</p> <ul style="list-style-type: none"> <li>• Overall analysis of business operation <ul style="list-style-type: none"> <li>○ Current sales trend</li> <li>○ Changes in invoicing gross profit margin during the period</li> <li>○ Changes in gross profit margin during the period</li> <li>○ Overall sales summary</li> </ul> </li> <li>• Analysis of different product categories <ul style="list-style-type: none"> <li>○ Sales percentage of different product categories</li> <li>○ Trend of changes of major product categories</li> <li>○ Proportion of sales of each product category</li> </ul> </li> <li>• Analysis of customers and competitiveness <ul style="list-style-type: none"> <li>○ Analysis of customer flow and unit price</li> <li>○ Analysis of customer flow and price changes</li> </ul> </li> </ul> <p>2. Master the general skills in preparing the business analysis report</p> <ul style="list-style-type: none"> <li>• Summarize various operating indicators <ul style="list-style-type: none"> <li>○ Half-year and annual summary of the works</li> </ul> </li> <li>• Define future expectation</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Ensure the accuracy and timeliness of the analysis report.</li> <li>• Follow the ethical conduct with integrity attitude in the preparation of analysis reports.</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> <li>• Master the main sections and compositions of a business data analysis report.</li> <li>• Prepare a business data analysis report</li> </ul>
Remark	