

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Operating Data Analysis

Title	Develop big data strategy
Code	107147L6
Description	By integrating various types of data (including but not limited to customer behaviour data, logistic data and market data) to conduct analysis and forecasting of sales trend.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master different channels for data collection</p> <ul style="list-style-type: none"> • Collect customer online behaviour from websites and social media <ul style="list-style-type: none"> ○ Predict the shopping trend and promote the appropriate products to the target customers through considering their habits, preferences, age, gender etc. • Big data in the market <ul style="list-style-type: none"> ○ Apply big data to measure potential risks such as fraud detection and product inventory mismatch <p>2. Master the structure and modular analysis of big data</p> <ul style="list-style-type: none"> • Master the three characteristics of big data including volume, velocity and variety <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the accuracy and timeliness of data analysis. • Ensure that personal data is not included when collecting data.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Master the methods of collection, storage and analysis of big data and apply big data analysis to adjust corporate strategy.
Remark	