

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Data Analysis

Title	Evaluate software system sales data
Code	107194L3
Description	Evaluate the market activities including risk assessment, market forecasting, effectiveness evaluation, etc., to provide data to as scientific basis and evidence to support the decision management by the corporate e-business units.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the statistical functions of software system (e.g. Microsoft EXCEL)</p> <ul style="list-style-type: none"> • Master the basic function and operations of software system <ul style="list-style-type: none"> ○ Setup FORM ○ 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 ○ 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 " ○ Master and proper use of several commonly used data processing methods include "selective paste", "split / freeze window", "filter" and "sort" • Apply the software for simple data analysis <ul style="list-style-type: none"> ○ Calculate the ranking and percentage ranking ○ Calculate the average value ○ Calculate the correlation coefficient <p>2. Apply the sales data analysis results to assist the formulation of marketing strategy</p> <ul style="list-style-type: none"> • Quantify the market sales problems and apply the software to conduct data calculation. 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 <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Not use the statistical data to damage the interests of corporate and customers. • Comply with the relevant regulatory requirements in processing the data
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • According to the needs of different marketing activities to define the use of software systems and to determine the objectives of the analysis • Identify data types and sources, or use valid methods to collect data as needed • Select the appropriate statistical software tool for data analysis • From the marketing perspective to present the analysis results in oral and written format,
Remark	