

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Data Analysis

Title	Analyze website traffic
Code	107195L3
Description	Apply website traffic analysis tool to collect data for statistical analysis so as to provide the basis for online marketing strategy formulation.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the major indexes and their statistical meaning of website traffic</p> <ul style="list-style-type: none"> • Understand the meaning of major indexes of website traffic <ul style="list-style-type: none"> ○ Page views (PV) ○ Independent IP (IP) ○ Number of Independent Visitors (UV) ○ Number of repeat visitors (RV) ○ Average views ○ New independent visitors ○ Times of page display <p>2. Apply website traffic statistical tools to monitor traffic</p> <ul style="list-style-type: none"> • Master the traffic monitoring methods of different types of website including business websites, blog websites etc. • Conduct comparative analysis of website visits and present the findings both in written and chat formats. <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"> • Understand the meaning of major indexes of website traffic • Monitor the basic traffic information of different types of website
Remark	