

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

Functional Area - Website Data Analysis

Title	Analyze website traffic time
Code	107196L3
Description	Apply website traffic time analysis tool to collect data of website traffic at different timeslots 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 time</p> <ul style="list-style-type: none"> <li>• Understand the meaning of major indexes of website traffic time, including: <ul style="list-style-type: none"> <li>○ 24 hours flow (PV, IP, UV, etc.)</li> <li>○ Yesterday statistics</li> <li>○ Statistics of the month</li> <li>○ Daily average</li> <li>○ The highest and lowest traffic in history</li> </ul> </li> </ul> <p>2. Apply website traffic time tools</p> <ul style="list-style-type: none"> <li>• Conduct comparative analysis of website visit time from visitors</li> <li>• Present the findings in written format</li> <li>• Present the findings in statistical charts</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Not use the statistical data to damage the interests of corporate and customers.</li> <li>• Comply with the relevant regulatory requirements in processing the data</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 website traffic time analysis</li> <li>• Proficiently apply the data analysis methods and tools, and present the findings in written format and statistical charts.</li> </ul>
Remark	