

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Data Analysis

Title	Analyze website visitors
Code	107197L3
Description	Apply website analysis tool to collect data of website visitors 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. Collect data of website visitors for statistic process</p> <ul style="list-style-type: none"> • Apply website traffic tool to collect visitor data, including: <ul style="list-style-type: none"> ○ Visitor distribution areas ○ Observe the visitors' 24-hour traffic data based on different regions ○ Use registration information to collect statistical data including visitors age, gender, occupation, income, hobbies and behavioral habits etc. <p>2. According to the corporate requirements to carry out statistical analysis. Present the findings in written format and statistical charts.</p> <ul style="list-style-type: none"> • Use the collected data for statistical analysis • Use the statistical charts to present the analysis results • Present the results in oral or written reports as data support for the marketing department and other departments of the corporate <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply with the Personal Data (Privacy) Ordinance in collecting data for process.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Apply statistical tool for analysis and present the findings in statistical charts • Present the results in oral or written reports as data support for other departments of the corporate
Remark	