

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Data Analysis

Title	Analyze customer order
Code	107199L3
Description	Analyze order category, destination, price and channel as basis for the online marketing strategy formulation.
Level	3
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the basic indicators of order analysis and order analysis methods</p> <ul style="list-style-type: none"> • Analyze customer order data including: <ul style="list-style-type: none"> ○ Order time analysis ○ Order category analysis (prepaid / non-prepaid) ○ Destination analysis ○ Order price analysis (price segment) ○ Order channel (source) analysis <p>2. Apply the data analysis for improvement suggestion</p> <ul style="list-style-type: none"> • Understand the meaning of data of order analysis and propose improvement suggestions for the marketing strategy. <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"> • Master the methods and tools for customer order analysis. Present the results in statistical charts. • Explain the real customer needs behind each data of customer order analysis and propose improvement suggestions for the marketing strategy.
Remark	