

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Data Analysis

Title	Analyze website data and prepare report
Code	107200L4
Description	Analyze website data and prepare report. Provide comments for the analysis (such as evaluating a product or an operational event). Report the existing problems of the market and propose solutions as reference for management decision.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the methods of building data analysis model</p> <ul style="list-style-type: none"> • Master the basic website data analysis report model. Understand the commonly used data indicators in the model. • Determine the perspective of business analysis. According to the needs of the analysis to create the data model and select the specific data for analysis process. • Filter the data and remove redundant and erroneous data. Consolidate useful data for further process. <p>2. Prepare written and chart formats to present the analysis results</p> <ul style="list-style-type: none"> • Present the analysis results with correct charts and precise written language. • Analyze the strengths and weaknesses of the website and provide solution for improving the weaknesses of the website. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the accuracy and timeliness of the analysis report content and data • Abide by ethical conduct and integrity attitude for the preparation of analysis reports. Prevent false acts.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Possess clear ideas and logical thinking for preparing the analysis report. • Provide a scientific and clear conclusion for each analysis. • Use charts to present questions and conclusions • Analyze the cause of the problem and propose solution to the problem.
Remark	