

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Data Analysis

Title	Analyze customers purchase patterns
Code	107201L5
Description	Apply the customer behavior and preference analysis to understand the customer needs and enhance customer experience. Enhance the usability of website and promote sales success rate. Provide basis for developing the online marketing strategy and website management process.
Level	5
Credit	12 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Compare and analyse different internet customer purchase processes</p> <ul style="list-style-type: none"> • Master the “Buy Now” process <ul style="list-style-type: none"> ○ Complete the online purchase immediately by going to fill the order page ○ Advantages <ul style="list-style-type: none"> ▪ Little steps of operation ○ Disadvantages <ul style="list-style-type: none"> ▪ Only purchase one product at a time ▪ Could not improve the customer unit price. Customer finish the selection of product immediately after pressing the buy button means that the customer no longer continue to buy other products. • Master the “Shopping Cart” process <ul style="list-style-type: none"> ○ Customers stay in the shopping website such that they could continue to buy other products ○ Advantages <ul style="list-style-type: none"> ▪ Improve the customer unit price as the user could buy more products ○ Disadvantages <ul style="list-style-type: none"> ▪ More operating steps for customers. If no clear guidelines for purchase, customers may have bad experience with shopping cart which result in the loss of customers. • Master the change of purchase behavior of online customers <ul style="list-style-type: none"> ○ Understand purchase behavior of online customers, including: <ul style="list-style-type: none"> ▪ Attention ▪ Interest ▪ Search ▪ Action ▪ Share ○ Understand the importance to the information collection of products (Search) by online customers, and information sharing (Share) after the product purchase ○ Apply the different features of website to affect the customers’ purchase behavior, including: <ul style="list-style-type: none"> ▪ According to the different contact points of website to provide customers detailed product explanation ▪ Facilitate the word of mouth between customers to enhance the basis for customer purchase decision <p>2. Analyse the indicators of customer behaviour</p> <ul style="list-style-type: none"> • Analyze the site to the domain name, website pages, website classification and other information

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	<ul style="list-style-type: none"> • Implement website survey analysis including interviewed domain name, interview page, station exports, station entrance and other information • Analyze page dwell time <ul style="list-style-type: none"> ○ Count the website's bounce rate ○ Count the bounce rate for different pages (homepage, middle page, purchase page, etc.) • Implement customer loyalty analysis (e.g. the number of visitors for visiting one, two, three, ten or more than ten times; and the percentage of these visitors under the whole visitor number) • Analyze visitor repeat purchase frequency and cycle. The analysis results could give reference to the marketing plan and guideline for the appropriate time to reach users. <p>3. Apply the analysis data to propose improvement solution</p> <ul style="list-style-type: none"> • Understand the meaning of each statistical expression. Observe the problems of corporate marketing strategy and propose improvement solution. <p>4. 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 the methods and tools to conduct customer behavior analysis. Present the analysis results in statistical charts. • Evaluate the real customer needs behind the data and propose improvement solution for the marketing strategy.
Remark	