Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Design and Development

Title	Analyze business data
Code	107217L5
Description	In the process of website design and development, master the business intelligence and analysis technology, Apply technology of databases, data mining and online analysis to analyze the large amount of commercial data obtained to support business decision-making of the corporate.
Level	5
Credit	6 （For Reference Only）
Competency	Performance Requirements 1. Understand the concept of business intelligence and analysis • Review the latest developments in databases, data mining, online analytics and other technologies to develop business data analysis policy. • Establish the objectives of business data analysis to collect the required data • Use data science, such as set of mathematical, statistical and computer science analytical skills and techniques to extract useful data • Understand the application of business intelligence and analysis 2. Apply business intelligence and analysis • Apply analysis technology of database, data mining and online analysis, through the acquisition of business data, to support business decision-making. • Analyse the nature and mode of operation of different social media platforms to help marketing activities such as brand management, consumer behaviour and cost control, etc. 3. Exhibit professionalism • Ensure the collection of data and processes complies with the requirements of privacy regulations • Comply with the social responsibility and professional conduct in the implementation of business intelligence and analysis.
Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Understand the concept of business intelligence and analysis to develop business data analysis policy. • Apply business intelligence analysis to support business decisions such as decision-making systems.
Remark	