Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Data Analytics

Title	Perform website traffic analytics
Code	111389L3
Range	This unit of competency (UoC) is applicable to staff responsible for data analytics in the retail industry. Practitioners have the ability to apply website traffic analysis tool to collect data for statistical analysis so as to provide the basis for online marketing strategy formulation.
Level	3
Credit	3 （For Reference Only）

Competency	Performance Requirements
	1. Understand the major indexes and their statistical meaning of website traffic
	
	    • Understand the meaning of major indexes of website traffic, including:
	        ○ Page views (PV)
	        ○ Independent internet protocol (IP)
	        ○ Number of independent visitors (UV)
	        ○ Number of repeat visitors (RV)
	        ○ Average views
	        ○ New independent visitors
	        ○ Times of page display
	
	2. Perform website traffic analytics
	
	    • Apply web analytics tools to monitor traffic
	        ○ Master the traffic monitoring methods of different types of websites (e.g. business websites, blog websites)
	        ○ Obtain an overview of how visitors visit the website and present the findings both in written and chat formats
	
	3. Exhibit professionalism
	
	    • Not use the statistical data to damage the interests of corporate and customers
	    • Comply with the relevant regulatory requirements in processing the data

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to:
	
	    • Understand the meaning of major indexes of website traffic; and
	    • Monitor the basic traffic information of different types of websites.

Remark	This UoC is adopted from 107195L3. The UoC title is revised.