Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Data Analytics

Title	Perform website traffic time analytics
Code	111390L3
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 time analysis tool to collect data of website traffic at different timeslots 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 time
	
	  • Understand the meaning of major indexes of website traffic time, including:
	    ° 24 hours flow (e.g. PV, IP, UV)
	    ° Yesterday statistics
	    ° Statistics of the month
	    ° Daily average
	    ° The highest and lowest traffic in history
	
	2. Perform website traffic time analytics
	
	  • Apply web analytics tools
	    ° Perform statistics to obtain an overview of the time periods when visitors visit the website
	    ° Present the findings in written format
	    ° Present the findings in statistical charts
	
	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:
	
	  • Use web analytics tools to perform website traffic time analytics, and
	  • Present the findings in written format and statistical charts.

Remark	This UoC is adopted from 107196L3. The UoC title is revised.