Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Data Analytics

Title	Perform website visitor analytics
Code	111391L3
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 analysis tool to collect data of website visitors 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 data collection and statistic process of website visitors
	
	   • Apply web analytics tools to collect visitor data, including:
	      o Visitor distribution areas
	      o Observe the visitors' 24-hour traffic data based on different regions
	      o Use registration information to collect statistical data (including visitors age, gender, occupation, income, hobbies and behavioural habits)
	
	2. Perform website visitor analytics
	
	   • Carry out statistical analysis and present the findings in written format and statistical charts according to the corporate requirements
	      o Use the collected data for statistical analysis
	      o Use the statistical charts to present the analysis results
	      o Present the results in oral or written reports as data support for marketing and different departments
	
	3. Exhibit professionalism
	
	   • Comply with the Personal Data (Privacy) Ordinance in collecting data for process

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to:
	
	   • Apply web analytics tools for analysis and present the findings in statistical charts; and
	   • Present the results in oral or written reports as data support for marketing and different departments.

Remark	This UoC is adopted from 107197L3. The UoC title is revised.