

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Data Analytics

Title	Analyse website data and prepare report
Code	111394L4
Range	This unit of competency (UoC) is applicable to staff responsible for data analytics in the retail industry. Practitioners have the ability to analyse website data and prepare report. Provide comments for the analysis (e.g. evaluating a product or an operational event). Report the existing problems of the market and propose solutions as reference for management decision.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the methods of building data analysis model</p> <ul style="list-style-type: none"> • Master the basic website data analysis report model (e.g. using user stickiness analysis models to analyse customer loyalty to brands or products) • Understand the commonly used data indicators in the model (e.g. user stickiness analysis models often use the number of days and hours users log in, changes in stickiness trends of different user groups, etc. as data indicators) • Establish the methods of building data analysis models (e.g. Set the distribution of the number of days that users checked in last week, the distribution of the number of people who checked in more than twice a week, etc. to establish a user stickiness analysis model) <p>2. Analyse website data and prepare report</p> <ul style="list-style-type: none"> • Analyse website data <ul style="list-style-type: none"> ○ Establish the perspective of business analysis, create data model according to the needs of the analysis objectives, and select the specific data for analysis ○ Filter the data and remove redundant and erroneous data. Consolidate useful data for further process • Prepare written and chart formats to present the analysis results <ul style="list-style-type: none"> ○ Present the analysis results with correct charts and precise written language ○ Analyse the strengths and weaknesses of the website and provide solution for improving the weaknesses of the website <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Ensure the accuracy and timeliness of the analysis report content and data • Abide by ethical conduct and integrity attitude for the preparation of analysis reports. Prevent false acts.
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Establish the perspective and analytical framework, and prepare the analysis report accordingly; • Provide data basis for each analysis; • Use charts to present questions and conclusions; and • Analyse the cause of the problem and propose solutions.
Remark	This UoC is adopted from 107200L4.