

**Specification of Competency Standards**  
**for the Retail Industry**  
**Unit of Competency**

Functional Area - Data Analytics

Title	Analyse customers' purchase patterns
Code	111395L5
Range	This unit of competency (UoC) is applicable to staff responsible for data analytics in the retail industry. Practitioners have the ability to apply the customer behaviour and preference analysis to understand the customer needs and enhance customer experience. Enhance the usability of website and promote sales success rate. Provide basis for developing the online marketing strategy and website management process.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Compare and analyse different internet customer purchase processes</p> <ul style="list-style-type: none"> <li>• Master the "Buy Now" process <ul style="list-style-type: none"> <li>○ Customers complete the online purchase immediately by going to fill the order page</li> <li>○ Advantages <ul style="list-style-type: none"> <li>▪ Simple steps of operation</li> </ul> </li> <li>○ Disadvantages <ul style="list-style-type: none"> <li>▪ Only purchase one product at a time</li> <li>▪ Could not improve the customer unit price. Customers finish the selection of product immediately after pressing the buy button means that the customers no longer continue to buy other products</li> </ul> </li> </ul> </li> <li>• Master the "Shopping Cart" process <ul style="list-style-type: none"> <li>○ Customers stay in the shopping website such that they could continue to buy other products</li> <li>○ Advantages <ul style="list-style-type: none"> <li>▪ Improve the customer unit price as the user could buy more products</li> </ul> </li> <li>○ Disadvantages <ul style="list-style-type: none"> <li>▪ More operating steps for customers (e.g. If no clear guidelines for purchase, customers may have bad experience with shopping cart which result in the loss of customers)</li> </ul> </li> </ul> </li> <li>• Master the change of purchase behaviour of online customers <ul style="list-style-type: none"> <li>○ Understand purchase behaviour of online customers, including: <ul style="list-style-type: none"> <li>▪ Attention</li> <li>▪ Interest</li> <li>▪ Search</li> <li>▪ Action</li> <li>▪ Share</li> </ul> </li> <li>○ Understand the importance to the search of product information by online customers, and information sharing after the product purchase</li> <li>○ Compare and analyse the different features of website to affect the customers' purchase behaviour, including: <ul style="list-style-type: none"> <li>▪ According to the different contact points of website to provide customers detailed product explanation</li> <li>▪ Facilitate the word of mouth between customers to enhance the basis for customer purchase decision</li> </ul> </li> </ul> </li> </ul> <p>2. Analyse customers' purchase patterns</p>

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	<ul style="list-style-type: none"> <li>• Analyse the site to the domain name, website pages, website classification and other information</li> <li>• Implement website survey analysis including interviewed domain name, interview page, station exports, station entrance and other information</li> <li>• Analyse page dwell time</li> <li>• Analyse bounce rate             <ul style="list-style-type: none"> <li>○ Count the website's bounce rate</li> <li>○ Count the bounce rate for different pages (homepage, middle page, purchase page, etc.)</li> </ul> </li> <li>• Implement customer loyalty analysis (e.g. the number of visitors for visiting one, two, three, ten or more than ten times; and the percentage of these visitors under the whole visitor number)</li> <li>• Analyse visitor repeat purchase frequency and cycle. The analysis results could give reference to the marketing plan and guideline for the appropriate time to reach users</li> <li>• Apply the analysis data to propose improvement solution             <ul style="list-style-type: none"> <li>○ Understand the meaning of each statistical expression. Observe the problems of corporate marketing strategy and propose improvement solution</li> </ul> </li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Comply with the Personal Data (Privacy) Ordinance in collecting data for process</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Apply the methods and tools to conduct customer behaviour analysis and present the analysis results in statistical charts; and</li> <li>• Evaluate the real customer needs behind the data and propose improvement solution for the marketing strategy.</li> </ul>
Remark	<p>This UoC is adopted from 107201L5. The UoC title is revised. The QF credit is adjusted from 12 to 6.</p>