

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

Functional Area - Data Analytics

Title	Analyse business data
Code	111396L5
Range	This unit of competency (UoC) is applicable to staff responsible for data analytics in the retail industry. Practitioners have the ability to master the technology of business intelligence and analysis; use databases, data mining, online analysis and other techniques to analyse a large amount of commercial data obtained with critical mind to support business decision-making of the organisation.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Understand the concept of business intelligence and analysis</p> <ul style="list-style-type: none"> <li>• Review the latest developments in databases, data mining, online analytics and other technologies to develop business data analysis policy</li> <li>• Establish the objectives of business data analysis to collect the required data</li> <li>• Use data science (e.g. set of mathematical, statistical and computer science analytical skills and techniques) to extract useful data</li> <li>• Understand the application of business intelligence and analysis</li> </ul> <p>2. Analyse business data</p> <ul style="list-style-type: none"> <li>• Use retail data and market information, data mining, online analysis, etc. to analyse and evaluate global, local and organisational operations data for the development trends in retail market for supporting appropriate business decision-making</li> <li>• Analyse the nature and mode of operation of different social media platforms to help marketing activities (e.g. brand management, consumer behaviour and cost control)</li> </ul> <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> <li>• Ensure the collection of data and processes complies with the requirements of privacy regulations</li> <li>• Demonstrate the principles of law and business ethics, comply with the social responsibility and professional conduct in the implementation of business intelligence and analysis</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> <li>• Understand the concept of business intelligence and analysis to develop business data analysis policy; and</li> <li>• Apply business intelligence analysis to support business decisions such as decision-making systems.</li> </ul>
Remark	This UoC is adopted from 107217L5