

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Information technology application and support

Title	Analyse customers' online consumption data
Code	110741L4
Range	This unit of competency involves the ability to analyse data. Practitioners should be able to master and analyse customers' online consumption data, and provide improvement suggestions that match the company's development goals and marketing strategies.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand and master customers' online consumption patterns <ul style="list-style-type: none"> • Understand the sources of customers' orders • Understand the mode and process of purchasing various tourism products, including: <ul style="list-style-type: none"> ○ Retail sales and online consumption patterns ○ Categories of orders and additional tourism products purchased ○ Destinations, transport, accommodation and other travel options 2. Analyse customers and consumption patterns <ul style="list-style-type: none"> • Analyse the frequency and cycle of customers' tourism product purchases to understand their loyalty • Integrate and analyse customers' online consumption data and suggest sales model optimisations based on the results 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Regularly analyse customers' online spending patterns and adjust marketing strategies as appropriate • Comply with the "Personal Data (Privacy) Ordinance" when collecting personal data
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Analyse whether the consumption patterns of online customers match the company's development directions, and adjust the marketing strategy appropriately based on the background, brand image, market positioning and tourism product types of the company
Remark	