

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Information technology application and support

Title	Analyse website data and write reports
Code	110743L4
Range	This unit of competency involves the ability to analyse data. Practitioners should be able to master and integrate website data, use various models to analyse data and write reports, and provide management with customer preferences to help the company set development goals based on the analysis results.
Level	4
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the method of building data analysis models <ul style="list-style-type: none"> • Understand the basic models for website data analysis and the common data metrics for each model • Determine the business analysis perspective, build a data analysis model according to the analysis objectives, and select useful data for analysis 2. Use words and charts to express the analysis results <ul style="list-style-type: none"> • Analyse the data to understand the website's strengths and weaknesses and provide solutions to problems identified by the analysis • Use appropriate language and charts to express the analysis results and write reports 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Regularly analyse website data on spending to ensure its accuracy • Adhere to ethical principles and write analysis reports with integrity
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Master, integrate and analyse website data, and apply different models to write reports; and • Provide customers' preferences to management to help the company set development goals based on the analysis results
Remark	