Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Information technology application and support

Title	Develop business data analysis strategies
Code	110744L5
Range	This unit of competency involves the ability to analyse data. Practitioners should be able to master different data analysis methods and develop data analysis strategies according to the company's business objectives to help make forecasts and development plans.
Level	5
Credit	6 （For Reference Only）
Competency	Performance Requirements 1. Master the knowledge of formulating business data analysis strategies - Study different types of business data analysis methods, including operational, strategic, marketing and seasonal factors, etc. - Master data analysis tools and techniques, such as predictive analysis tools - Understand the theories and models of data analysis methods and their applications to the travel industry - Master the knowledge of business and market analysis - Understand the company's business and marketing strategy 2. Develop business data analysis strategies - Determine the objectives of data analysis - Understand the company's scope of business and assess the most suitable analysis projects - Develop guidelines for data analysis and use the industry's common analysis models - Develop a data management plan to effectively collect, analyse and store data - Improve the customer experience by developing data collection procedures and conducting data analysis on various factors, including customer behaviour, customer preferences, digital marketing campaign effectiveness, etc. 3. Demonstrate professional skills and attitude - Comply with the "Personal Data (Privacy) Ordinance" and principles of business ethics when collecting data - Conduct regular data analysis to provide the company with more targeted and meaningful suggestions and achieve greater benefits
Assessment Criteria	The integrated outcome requirement(s) of this unit of competency is/are: - Master business data analysis skills and develop appropriate data analysis reports (such as sales forecasts) according to the company's business objectives and for the reference of the relevant departments (such as sales department); and - Extract useful information from data analysis to help the company forecast and plan its growth
Remark	