

Specification of Competency Standards
for the Travel Industry
Unit of Competency

Functional Area - Information technology application and support

Title	Monitor and assess the effectiveness of business data applications
Code	110745L5
Range	This unit of competency involves the ability to monitor and assess analysis results. Practitioners should be able to compare actual situations to the forecasted results of commercial data analysis, and evaluate the effectiveness and accuracy of the data analysis.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the knowledge of monitoring and assessing business data analyses <ul style="list-style-type: none"> • Develop theories for business management models • Understand how data analytics can help and impact a company's business • Assess the methods for evaluating the effectiveness of data analysis, such as comparing an actual situation to the predicted results of commercial data analysis • Understand the knowledge of data and information security, as well as technical risk management 2. Monitor and assess the effectiveness of business data analysis <ul style="list-style-type: none"> • Apply various assessment methods to compare an actual situation with its predicted results, so as to determine the effectiveness of the data analysis and propose improvements to the data analysis model • Regularly perform periodic data analysis to determine the accuracy of the analytical model and make adjustments as appropriate 3. Demonstrate professional skills and attitude <ul style="list-style-type: none"> • Study new data analysis models and techniques, and compare them with existing models to verify the accuracy of the analysis
Assessment Criteria	<p>The integrated outcome requirement(s) of this unit of competency is/are:</p> <ul style="list-style-type: none"> • Master the knowledge of monitoring and evaluating business data analyses; and • Compare an actual situation with the forecast results of commercial data analysis, monitor and assess the effectiveness of data analysis, and recommend improvements
Remark	