

Specification of Competency Standards
for the Retail
Unit of Competency

Functional Area - Data Analytics

Title	Perform customer order analytics
Code	111393L3
Range	This unit of competency (UoC) is applicable to staff responsible for data analytics in the retail industry. Practitioners have the ability to calculate statistics about order category, destination, price and channel as basis for the online marketing strategy formulation.
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the basic indicators and methods for performing customer order analytics <ul style="list-style-type: none"> • Collect customer order data and perform analytics, the data types include: <ul style="list-style-type: none"> • Order time • Order category (prepaid / non-prepaid) • Destination • Order price (price segment) • Order channel (source) 2. Perform customer order analytics <ul style="list-style-type: none"> • Use the data for improvement suggestions <ul style="list-style-type: none"> • Understand the meaning of each set of data in order to make improvement suggestions 3. Exhibit professionalism <ul style="list-style-type: none"> • Comply with the Personal Data (Privacy) Ordinance in collecting data for process
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Master customer order analytics tools and present the results in statistical charts; and • Apply the analytics results to provide data support for marketing and different departments.
Remark	This UoC is adopted from 107199L3. The UoC title is revised.