

**SKILLS FRAMEWORK FOR AIR TRANSPORT
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Productivity and Innovation					
TSC	Market Research					
TSC Description	Conduct market research to identify opportunities for enhancing product suites, services and revenue opportunities for the organisation					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		ATP-PIN-2003-1.1	ATP-PIN-3003-1.1	ATP-PIN-4003-1.1		
		Execute market research projects through data collection and organisation	Review market research data to meet customer needs	Develop market research study objectives and draw insights from the data to facilitate business decision-making		
Knowledge		<ul style="list-style-type: none"> • Principles and techniques of market research • Data collection techniques for primary and secondary data • Data organisation techniques • Data entry and cleansing techniques 	<ul style="list-style-type: none"> • Principles and techniques of market research • Data collection techniques for primary and secondary data • Research methods in social sciences • Sampling techniques • Questionnaire design techniques • Statistical analysis techniques • Statistical analysis software • Report writing techniques 	<ul style="list-style-type: none"> • Principles and techniques of market research • Organisational strategies and research needs • Research methods in social sciences • Sampling techniques • Data collection methods and limitations • Statistical analysis techniques • Statistical analysis software • Data visualisation techniques 		
Abilities		<ul style="list-style-type: none"> • Execute market research projects according to organisational objectives and approaches • Conduct secondary research to gather required data • Perform data cleansing • Organise data in formats for analyses 	<ul style="list-style-type: none"> • Manage market research activities in accordance with market research plans • Select data collection techniques in alignment with research objectives • Prepare templates and formats for organising data 	<ul style="list-style-type: none"> • Develop market research objectives or hypotheses to address business needs • Analyse market research data to determine opportunities to enhance product suites, services and revenue opportunities of the organisation 		

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			<ul style="list-style-type: none">• Assess gaps in the data and identify alternate proxies• Analyse data using statistical techniques to draw conclusions• Report findings from the data analyses	<ul style="list-style-type: none">• Evaluate data to identify trends, patterns and insights to facilitate business decision-making• Communicate and present market research study findings to relevant departments and stakeholders		
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