

**SKILLS FRAMEWORK FOR MEDIA
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Analytics and Customer Insights					
TSC Title	Business Insights					
TSC Description	Define and operationalise business metrics and hypotheses to enable data analytics and business insight generation to inform business and strategy					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				MED-ACE-4010-1.1	MED-ACE-5010-1.1	
				Conceive business hypotheses and operationalise data metrics to enable business insight generation	Define business objectives and metrics to drive generation of business insights from analytics, to inform business for strategic decision making	
Knowledge				<ul style="list-style-type: none"> • Current and emerging industry and customer trends • Techniques to synthesise patterns and trends • Basic statistical and trend analysis on customer and business data • Statistical principles underpinning basic data analysis techniques • Key business metrics • Principles of storytelling using data • Legal, regulatory, ethical and privacy considerations related to usage of data for analytics 	<ul style="list-style-type: none"> • Critical success factors of organisational and functional strategies • Business, customer and industry landscape • Fundamentals of development of analytical models • Interpretation of business insights from data analytics • Fundamentals of data visualisation techniques and methods • Legal, regulatory, ethical and privacy considerations related to usage of data for analytics 	
Abilities				<ul style="list-style-type: none"> • Interpret the key business metrics and linkages to business outcomes • Generate hypotheses based on the business, customer and market landscape 	<ul style="list-style-type: none"> • Define the business objectives to be achieved through the use of business insights from data analytics • Determine the variables, parameters and business metrics to be 	

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				<ul style="list-style-type: none"> • Drive the collection of data on required metrics from primary and secondary research and direct customer channels to enable data analytics and insight generation • Collaborate with the analytics team to test the hypotheses to generate business insights • Collaborate with analytics team to develop linkages of analytical outcomes to business objectives • Coordinate with the analytics team for the design of dashboards and other visualisation methods for key business metrics • Interpret analytical results to understand business insights for key metrics • Develop ways of communicating business insights using storytelling to create impact • Communicate insights to relevant stakeholders in a coherent and convincing manner 	<ul style="list-style-type: none"> • tracked to achieve the objectives of business insight generation • Liaise with the analytics team to define how required metrics data will be generated, collected and consumed • Approve business hypotheses for analytics and insight generation • Approve design of dashboards and other visualisation methods developed by the analytics team for key business metrics • Guide the development of linkages of analytical outcomes to business objectives to influence business strategies • Analyse business insights generated from data analytics to review performance on key business metrics 	
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