

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

TSC Category	Retail Analytics					
TSC	Data Analytics					
TSC Description	Perform segmentation, analysis, historical storage and integration of quantitative and qualitative data captured from various sources to understand and improve online and offline user experience and conversion					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	RET-RAN-1002-1.1	RET-RAN-2002-1.1	RET-RAN-3002-1.1	RET-RAN-4002-1.1	RET-RAN-5002-1.1	RET-RAN-6002-1.1
	Perform routine data collection and first level analytics, generate and collate analytics reports	Perform routine analytics to understand customer activities and behaviours across all digital platforms	Execute data analytics metrics and measurement efforts and perform deep dive analysis to understand customer activities and behaviours across all digital platforms	Cascade data analytics strategies, manage data analytics, metrics and measurement efforts and communicate findings to address business problems	Formulate strategies around data analytics and metrics and make use of data analytics tools and technologies to obtain data resources for enabling strategic and operational decisions	Champion customer-centric and data-driven approaches on customer insights and decision-making for achieving business goals and objectives and drive effective data analytics usage in the organisation
Knowledge	<ul style="list-style-type: none"> • Organisation's web analytics strategy • Organisation's overall data analytics metrics and measurement strategy • Organisation's product and services • Types of business problems, questions or hypotheses • Data analytics tools and technology • Current and emerging data analytics tools and technology trends • Different forms of analytics available such as consumer segmentation, predictive modelling, contextual targeting, churn analysis, revenue growth and cost optimisation • Criteria for evaluating the effectiveness of data analytics tools and technology • Customer activities and behaviours across all digital platforms 	<ul style="list-style-type: none"> • Organisation's web analytics strategy • Organisation's overall data analytics metrics and measurement strategy • Organisation's product and services • Types of business problems, questions or hypotheses • Data analytics tools and technology • Current and emerging data analytics tools and technology trends • Different forms of analytics available such as consumer segmentation, predictive modelling, contextual targeting, churn analysis, revenue growth and cost optimisation • Criteria for evaluating the effectiveness of data analytics tools and technology • Customer activities and behaviours across all digital platforms 	<ul style="list-style-type: none"> • Organisation's web analytics strategy • Organisation's overall data analytics metrics and measurement strategy • Organisation's product and services • Types of business problems, questions or hypotheses • Data analytics tools and technology • Current and emerging data analytics tools and technology trends • Different forms of analytics available such as consumer segmentation, predictive modelling, contextual targeting, churn analysis, revenue growth and cost optimisation • Criteria for evaluating the effectiveness of data analytics tools and technology • Customer activities and behaviours across all digital platforms 	<ul style="list-style-type: none"> • Organisation's web analytics strategy • Organisation's overall data analytics metrics and measurement strategy • Organisation's product and services • Types of business problems, questions or hypotheses • Data analytics tools and technology • Current and emerging data analytics tools and technology trends • Types of business problems, questions or hypotheses that data analytics should seek to prove • Manage and review the budgets allocated for investment in data analytics tools, technology and resources • Different forms of analytics available such as consumer segmentation, predictive modelling, contextual targeting, churn analysis, revenue growth and cost optimisation • Criteria for evaluating the 	<ul style="list-style-type: none"> • Organisation's web analytics strategy • Organisation's overall data analytics metrics and measurement strategy • Organisation's product and services • Types of business problems, questions or hypotheses • Data analytics tools and technology • Current and emerging data analytics tools and technology trends • Types of business problems, questions or hypotheses that data analytics should seek to prove • Different forms of analytics available such as consumer segmentation, predictive modelling, contextual targeting, churn analysis, revenue growth and cost optimisation • Criteria for evaluating the effectiveness of data analytics tools and technology 	<ul style="list-style-type: none"> • Organisation's web analytics strategy • Organisation's product and services • Types of data analytics metrics and measurement • Data analytics tools and technology • Current and emerging data analytics tools and technology trends • Types of business problems, questions or hypotheses

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				<p>effectiveness of data analytics tools and technology</p> <ul style="list-style-type: none"> • Customer activities and behaviours across all digital platforms 		
Abilities	<ul style="list-style-type: none"> • Collect and update data to facilitate the performance of data analytics measurements • Provide assistance in performing routine analytics to understand customer activities and behaviours across all digital platforms • Perform tasks related to data analytics, metrics, measurements and data entry • Assist in generating, collecting and collating analytics reports • Assist in gathering information to gauge the effectiveness of data-driven analytics tools and technologies deployed 	<ul style="list-style-type: none"> • Organise and prepare data to facilitate the performance of data analytics measurements • Perform routine analytics to understand customer activities and behaviours across all digital platforms • Update data as well as prepare reports and dashboards to communicate quantitative findings, trends and consumer insights • Participate in analytics activities like predictive modelling, contextual targeting, churn analysis, revenue growth and cost optimisation • Gather information to gauge the effectiveness of data-driven analytics tools and technologies deployed 	<ul style="list-style-type: none"> • Perform data analytics metrics and measurement efforts • Perform deep dive analysis to understand customer activities and behaviours across all digital platforms • Conduct analytics activities such as predictive modelling, contextual targeting, churn analysis, revenue growth and cost optimisation • Report on effectiveness of data-driven analytics tools and technologies deployed • Execute on budgeted investments in data analytics tools, technology and resources • Prepare reports on key analytics findings, trends and consumer insights to aid in data-driven decision-making processes 	<ul style="list-style-type: none"> • Manage and monitor data analytics metrics and measurement efforts • Select the metrics that would best answer the business problems, questions or hypotheses • Drive deep dive analyses to understand customer activities and behaviours across all digital platforms • Manage analytics efforts on predictive modelling, contextual targeting, churn analysis, revenue growth and cost optimisation • Communicate quantitative findings, interpret trends, draw consumer insights and make recommendations for organisation's products and services • Monitor the effectiveness of data-driven analytics tools and technologies deployed 	<ul style="list-style-type: none"> • Translate overall data analytics metrics and measurement strategy into web analytics strategies • Define the business problems, questions or hypotheses that data analytics should seek to answer or prove • Lead and train staff in using various forms of analytics tools available • Allocate budgets and resources for investment in data analytics tools and technology usage in the organisation • Review and evaluate the effectiveness of data analytics tools and technologies deployed 	<ul style="list-style-type: none"> • Champion customer-centric data-driven approaches on customer insights and decision-making • Review and endorse investments in data analytics tools and technologies • Role model the manner in which insights should be extracted from data analytics • Inspire organisational practices of open discovery and experimentation as well as innovations