

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

TSC Category	Market Intelligence					
TSC	Sentiment Analysis					
TSC Description	Devise, develop and use sentiment analysis models to computationally identify and categorise opinions expressed in a piece of text					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		RET-MKI-2005-1.1	RET-MKI-3005-1.1	RET-MKI-4005-1.1	RET-MKI-5005-1.1	
		Create visuals to show the frequency of words in customer comments, microblogs, tweets to support preparation of sentiment analysis activities	Employ the sentiment analysis approach to uncover frequency of words in customers comments, microblogs, and tweets, and present the sentiment scores and outcomes to management	Manage sentiment analysis activities and oversee overall results to determine whether the writers' attitude toward products and/or services is positive, negative or neutral	Devise a framework to computationally identify and categorise opinions written by target customers and prioritise key topics to perform sentiment analysis	
Knowledge		<ul style="list-style-type: none"> Techniques in text analysis Types of text extraction Characteristics of positive, negative or neutral opinions expressed in the form of texts Processes to identify collective opinion and public response 	<ul style="list-style-type: none"> Techniques in text analysis Types of text extraction Characteristics of positive, negative or neutral opinions expressed in the form of texts Processes to identify collective opinion and public response 	<ul style="list-style-type: none"> Principles and strategies of emotional intelligence Concept of sentiment analysis, text analysis and social media Techniques in text analysis Types of text extraction Methodologies in natural language processing Characteristics of positive, negative or neutral opinions expressed in the form of texts Processes to identify collective opinion and public response 	<ul style="list-style-type: none"> Principles and strategies of emotional intelligence Concept of sentiment analysis, text analysis and social media Techniques in text analysis Types of text extraction Methodologies in natural language processing Processes to identify collective opinion and public response 	
Abilities		<ul style="list-style-type: none"> Produce visuals to show the frequency of words in each customers' comments, microblogs, and tweets Present first draft of the sentiment scores Collect and document the data gathered through customers' comments, microblogs, and tweets Consolidate information gathered through data collection process Maintain integrity of data 	<ul style="list-style-type: none"> Execute sentiment analysis approach to uncover frequency of words in each customers' comments, microblogs, and tweets Present sentiment scores and outcomes to management 	<ul style="list-style-type: none"> Manage sentiment analysis activities Determine whether the writers' attitude toward products and/or services is positive, negative or neutral Analyse findings or report of customer sentiment for organisation, brand, products versus competitors, market trend and industry development on impact on business strategies 	<ul style="list-style-type: none"> Create sentiment analysis model for organisation to analyse and classify text strings Devise a framework to computationally identify and categorise opinions written by target customers Establish procedures and guidelines for conducting sentiment analysis Establish research tools, methodologies or related tools for getting inputs or 	

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

		collected • Prepare graphical representation of data patterns			data	
--	--	--	--	--	------	--