

TSC Category	Infocomm Technology and Data					
TSC	Hospitality Data Collection and Analysis					
TSC Description	Collect and analyse hospitality data to provide business insights and drive business decisions					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			HAS-DAT-3021-1.1	HAS-DAT-4021-1.1	HAS-DAT-5021-1.1	
			Gather quality data using appropriate techniques and tools	Perform data analyses using appropriate statistical techniques for presentation to relevant stakeholders	Establish organisational need for data analyses and leverage on data findings to review business insights to make strategic decisions for the property	
Knowledge			<ul style="list-style-type: none"> • Uses of statistics in the hospitality sector • Survey questionnaire design • Methods of data collection and sampling • Methods for organising data and data storage • Types of business intelligence tools 	<ul style="list-style-type: none"> • Uses of statistics in the hospitality sector • Methods for organising data and data storage • Statistical techniques and calculations for hospitality data analyses • Components of time-based data • Different graphs for different categories of data • Types and methods of effective data presentations • Types of business intelligence tools 	<ul style="list-style-type: none"> • Uses of statistics in the hospitality sector • Statistical techniques and calculations for hospitality data analyses • Competitive analyses of business and operating environment • Organisation's risk and control environment 	
Abilities			<ul style="list-style-type: none"> • Select appropriate techniques and tools to extract data • Collect data from various sources using methods of data collection and sampling methods • Organise data for analysis • Design survey questionnaires that capture complete and accurate information 	<ul style="list-style-type: none"> • Identify statistics to be collected from various sources, in accordance with business operations and requirements • Analyse data to identify trends, exceptions and insights, in accordance with business operations and requirements • Interpret findings to obtain business insights • Apply appropriate methods of data 	<ul style="list-style-type: none"> • Formulate organisational need for data analyses • Review business insights based on data findings and make recommendations for improvement • Use data derived insights and recommendations to enhance engagement planning and delivery, and business operations 	

**SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

				<p>presentation to present data findings</p>	<ul style="list-style-type: none"> • Review the need for further data analyses to gain deeper insights on data and business performance • Create a work culture that supports proficient use of analytical and business intelligence tools 	
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