

TSC Category	Revenue and Distribution Management					
TSC	Revenue Optimisation					
TSC Description	Analyse data for trends, yield and forecasts to manage pricing, inventory, demand and distribution channels strategically to maximise revenue growth					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			HAS-REV-3002-1.1	HAS-REV-4002-1.1	HAS-REV-5002-1.1	
			Prepare yield and forecast reports for demand forecasting and analyses to support decision making	Implement dynamic pricing techniques or strategies to increase yield	Lead the review of big data to prepare reports with recommended revenue strategies to management	
Knowledge			<ul style="list-style-type: none"> • Functions of spreadsheet application software • Principles of forecasting • Types of forecasting models • Demand forecasting • Scenario setting and analyses 	<ul style="list-style-type: none"> • The role of pricing in revenue management • Market segmentation and impact on pricing • Price response functions, calculations and pricing analysis • Constrained revenue optimisation methods • Rate monitoring using programmes and restrictions across key channels and switches • Regulatory acts and organisational policies and guidelines on pricing strategies 	<ul style="list-style-type: none"> • Core components of revenue management, and their application to the sector, market segmentation and demand • Value matrix considering product, price and services • Core components of pricing and their impact on value perception • Key performance indicators (KPI) related to revenue, and their applications in performance evaluations • Sources, quality and validity of primary and secondary data • Tactical and strategic revenue management techniques • Statistical modelling techniques and forecasting modelling techniques • Concepts of big data analytics • Concepts of social media analytics 	

<p>Abilities</p>			<ul style="list-style-type: none"> • Create and edit macros in spreadsheet application software • Apply and use conditional formatting spreadsheet application software • Use functions of spreadsheet application software to support decision-making in data analyses • Perform what-if analyses to examine scenarios and results • Develop pivot tables to tabulate and summarise data • Create trend lines to support decision-making 	<ul style="list-style-type: none"> • Apply and review pricing strategies adopted by the organisation to optimise revenue • Determine the organisation's market segments • Analyse the impact of pricing on each of the organisation's market segments • Formulate tactical pricing decisions using constrained revenue optimisation • Determine and apply pricing with capacity constraints • Identify problems in implementing pricing strategies across various distribution platforms • Monitor customer perception and acceptance to the pricing strategies 	<ul style="list-style-type: none"> • Select relevant data channels, statistical models and forecasting models for data analysis • Develop processes to support statistical and forecasting model operations with relevant stakeholders • Perform data analyses to verify revenue forecasts and obtain business insights using relevant analytics tools • Develop business insight reports for relevant parties • Review the objectives of analysis and align them to the organisation's revenue strategies and KPIs • Review the deployed statistical model to ensure achievement of expected outcomes and alignment with business changes 	
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