



Australian Government

BSBMKG528 Mine data to identify industry directions

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Application

This unit describes the skills and knowledge required to select data sources and apply analysis tools to identify trends in data that inform industry directions for a product, brand or organisation.

It applies to individuals working in a variety of marketing communications occupational roles who have responsibility for undertaking data mining to support plans and strategy development in an integrated marketing environment.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Determine purpose of data mining	1.1 Identify and review relevant client or organisational requirements for data mining 1.2 Confirm potential uses of data mining outcomes and recommendations 1.3 Recognise privacy and other requirements within current legislation, regulation and organisational policy that impact on data mining activities
2. Identify data sources	2.1 Identify available data sources from public, client and organisation systems 2.2 Negotiate access rights and intellectual property release for

ELEMENT	PERFORMANCE CRITERIA
	relevant data sources 2.3 Rank and prioritise data sources for validity, reliability and completion rates
3. Apply data mining techniques	3.1 Select appropriate tools and techniques suitable for the type and expected degree of complexity in data analysis 3.2 Classify data according to relevant factors including type, content, relationships, location, demographics and maturity 3.3 Analyse data to identify patterns, clusters and relationships 3.4 Use suitable graphical tools to visualise aggregated data
4. Report and recommend on findings	4.1 Assess results of data mining against requirements in order to draw relevant insights 4.2 Weight insights for reliability and validity 4.3 Report data mining process and outcomes in suitable format to support the organisation's knowledge base 4.4 Document lessons learned during the processes for future use

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance

Skill	Performance Criteria	Description
Reading	1.1-1.3, 2.1, 3.2, 3.3, 4.1	- Identifies and analyses complex texts to determine legislative, regulatory, organisational and client requirements - Reviews a range of texts to comprehend both end purpose and inherent risks of data mining - Reads reported information to rank and analyse outcomes against project goals
Writing	1.2, 2.2, 3.4, 4.1-4.4	Integrates information from a number of sources to develop materials suitable for purpose and audience
Oral Communication	2.2, 4.3	Presents information and seeks input using structure and language appropriate to audience
Numeracy	3.1-3.4, 4.1	Selects and uses appropriate tools to analyse data effectively

		Classifies, analyses and aggregates data effectively, using visualisation methods where appropriate
Navigate the world of work	1.1, 1.3, 4.1	Recognises and follows legislative requirements and organisational policies and procedures associated with data mining
Interact with others	2.2, 4.3	Selects and uses appropriate conventions and protocols when communicating with internal stakeholders and external suppliers to reach agreement
Get the work done	2.2, 2.3, 3.1-3.4, 4.1-4.4	- Plans and organises workload and processes to ensure compliance with organisational policies and procedures, and legislative requirements - Systematically analyses information and data by identifying and evaluating patterns against set criteria - Draws insights from reported information, enabling increased understanding within the organisation and opportunities for improvement

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG528 Mine data to identify industry directions	Not applicable	New unit	No equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBMKG528 Mine data to identify industry directions

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Performance Evidence

Evidence of the ability to:

- determine data mining requirements from client and organisational sources
- negotiate intellectual property rights release
- apply current industry tools and techniques to a current customer data set to identify patterns and cluster trends
- prepare graphical representation of data patterns
- make recommendations based on an analysis of data mining results.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- list the various uses of data mining in the context of marketing communications
- identify privacy and other relevant legislation related to public and private data
- explain the terms ‘data validity’, ‘reliability’ and ‘completion’
- compare the characteristics of public, client and organisational data sets
- identify and list the uses of current industry tools and techniques used in data mining.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the marketing communications field of work and include access to:

- relevant legislation and regulations
- communications equipment and technology
- relevant workplace documentation and resources

- case studies or, where possible, real situations
- industry software packages and apps (where applicable).

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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