



Australian Government

Assessment Requirements for SIRXECM001 Monitor and interpret online data analytics

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- identify organisational data collection needs and follow organisational policies and procedures to collect performance data across one sales period
- undertake an analysis of data captured during the above sales period to determine:
 - impact of internal activity
 - impact of external activity
 - customer insights
 - ecommerce performance
 - data trends
- use data analysis findings to document:
 - strengths
 - weaknesses
 - opportunities
 - threats
 - recommendations for improved performance.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- key legal and ethical considerations as related to data collection and storage
- role of data collection and analysis in ecommerce
- current ecommerce data collection methods:
 - benefits
 - limitations
- role of data collection in identifying:
 - site visits
 - origin of customer traffic
 - paths to purchase
 - shopping cart abandonment
 - impact of internal and external activities

- product viewings
- customer behaviours online
- future behaviours
- social media impacts
- customer relationship management and loyalty
- click-throughs
- net promoter score
- search engine marketing and search engine optimisation
- data quality measures:
 - validity
 - consistency
 - timeliness
 - accuracy
 - integrity
- common analytical terminology used in an online sales environment
- techniques to analyse and draw conclusions from data
- formats for reporting data analysis.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- relevant documentation:
 - organisational policies and procedures for:
 - data collection
 - data storage
 - organisational data collection needs
- ecommerce performance data
- data reporting template.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume Implementation Guides -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>

