



Australian Government

SIRXECM001 Monitor and interpret online data analytics

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to monitor and interpret online data related to the performance of an ecommerce site. It requires the ability to access and review data, determine effectiveness of ecommerce activity and make recommendations for future improvements.

It applies to individuals working in operational roles in a diverse range of businesses that operate online to sell products and services. They operate with some independence, under limited supervision and guidance from others, and within established organisational policies and procedures.

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

Pre-requisite Unit

Nil

Competency Field

Ecommerce

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Access data.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1.1. Identify organisational data collection needs.

1.2. Select methods for data collection and analysis.

1.3. Use selected methods to collect required data according to organisational data collection policies and procedures.

1.4. Store collected data according to organisational data collection policies and procedures and legal and ethical data

storage requirements.

2. Analyse data.

2.1. Assess quality and relevance of data based on organisational data collection needs.

2.2. Cleanse and filter data to ensure captured data is relevant to organisational data collection needs.

2.3. Identify trends in performance through data mining and statistical analysis.

2.4. Analyse data to identify and determine impact of internal and external activity.

2.5. Determine return on investment of paid data collection and analysis.

3. Report on findings.

3.1. Use data analysis to identify and report on strengths, weaknesses, threats and opportunities.

3.2. Make recommendations for improvements based on findings.

3.3. Present findings and recommendations in appropriate format.

3.4. Communicate findings and recommendations to relevant personnel.

Foundation Skills

FOUNDATION SKILLS

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

Numeracy skills to:

- extract and evaluate numerical information and use mathematical calculations to interpret data
- interpret and analyse statistical information to draw conclusions.

Technology skills to:

- use digital technologies and systems to collect, extract, organise and analyse data.

Unit Mapping Information

No equivalent unit

Links

Companion Volume Implementation Guides -

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

Assessment Requirements for SIRXECM001 Monitor and interpret online data analytics

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

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