



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	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Access data.	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>