## TSC Category
Sales and Marketing

## TSC
Product Performance Management

## TSC Description
Manage product performance through analysis and recommendations

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
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- Collect data on customer behaviour and product performance based on established research frameworks and historical data
- Analyse data to develop insights pertaining to customer behaviour and product performance
- Review findings and recommendations pertaining to possible changes in product pricing and improvements, and consequent impact on customer base and revenue
- Refine and approve recommendations for changes to product pricing and improvements based on customer and product analysis

## Knowledge

- Data mining and analytics techniques
- Sampling techniques
- Data management platforms and software
- Key facts and profiles of target customers
- Cultural aspects of target customers
- Primary and secondary sources of information relevant to customer behaviour and product performance
- Characteristics of customers and products targeted
- Scope of research for analysis purposes
- Financial information
- Statistical analysis
- Risk and control environment
- Data analytics tools and techniques
- Key facts and profiles of target customers
- Cultural aspects of target customers
- Variables that influence purchasing behaviour
- Competitive analysis of business and operating environment
- Organisation risks and controls environment
- Financial information
- Key facts and profiles of target customers
- Cultural aspects of target customers
- Variables that influence purchasing behaviour
- Concepts of customer purchasing behaviour
- Best practices and industry standards
- Organisation risks and controls environment
- Organisation’s strategic priorities and key initiatives
- Product and pricing frameworks
- Customer identity management theory and product analysis theory
| Abilities | • Use sources of information for industry and business benchmark comparison  
• Select appropriate techniques and tools to extract data  
• Collect data sufficient to analyse customer behaviour and product performance  
• Extract information from relevant databases for research purposes  
• Identify list parameters to be considered for research purposes  
• Organise findings for analysis  
• Categorise areas for meaningful data collection |
| --- | --- |
| Abilities | • Use data analysis to provide insights on impact to customer  
• Review relevance and reliability of parameters to be considered to develop insights  
• Apply analytics to identify trends, exceptions and insight  
• Interpret findings to obtain business insights  
• Report findings and possible recommendations to relevant stakeholders for review and decision making  
• Present insights and trends for product and/or pricing and improvements |
| Abilities | • Use insights to provide scenarios of impact on customer and revenue  
• Review data sets to uncover trends or patterns  
• Evaluate suitability of parameters for consideration  
• Evaluate business insights, assess the strategic implications and make appropriate recommendations  
• Determine potential gaps in information to design plans to address these gaps  
• Guide the team in selecting the information relevant for impact analysis  
• Review and make recommendations for product and/or pricing improvements |
| Abilities | • Assess the appropriateness of the information inputs  
• Evaluate business insight, assess the strategic implications and make appropriate recommendations  
• Determine if information compiled is sufficient to approve or refine recommendations  
• Evaluate organisational capability to respond to recommendations based on research findings  
• Ensure effective planning and execution of recommendations  
• Communicate risks and trade-offs to senior management and board |