<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Market Intelligence</th>
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<tbody>
<tr>
<td>TSC</td>
<td>Customer Behaviour Analysis</td>
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<tr>
<td>TSC Description</td>
<td>Devise customer behaviour analysis tools and approaches and perform analysis on information pertaining to customer behaviours</td>
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<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<td>RET-MKI-2002-1.1</td>
<td>RET-MKI-3002-1.1</td>
<td>RET-MKI-4002-1.1</td>
<td>RET-MKI-5002-1.1</td>
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<tr>
<td>Collect data on customer behaviours and characteristics based on established research frameworks and historical data.</td>
<td>Analyse data to develop insights pertaining to customer behaviours such as how marketing activities may be impacted to increase customer base.</td>
<td>Manage activities to carry out customer behaviour analysis and present findings and recommendations pertaining to possible changes in marketing activities to influence target consumers.</td>
<td>Establish a customer behaviour analysis model and framework and devise parameters to identify types of customer characteristics essential to make informed decisions pertaining to changes in marketing activities.</td>
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### Knowledge
- **Level 1**
  - Key facts and profiles of target customers
  - Cultural aspects of the target customers
  - Characteristics of the target customers' personas
- **Level 2**
  - Types of applied behaviour analysis
  - Variables that influence purchasing behaviour
- **Level 3**
  - Concepts of the customer purchasing journey
  - Cultural aspects of the target customers
  - Characteristics of the target customers' personas
- **Level 4**
  - Customer identity management theory and techniques
- **Level 5**
  - Research standards of excellence and best practices

### Abilities
- **Level 1**
  - Gather information pertaining to target customers in accordance with the research frameworks
  - Consolidate information gathered through data collection processes
  - Maintain integrity of data collected
  - Prepare graphical representation of data patterns
- **Level 2**
  - Assess, test and estimate the impact of individual, social and lifestyle influences on consumer behaviour for a given product and/or service
  - Draw inferences pertaining to customer behaviour based on research outcomes
- **Level 3**
  - Oversee the process of data collection, assessing, understanding and integrating primary quantitative and qualitative customer data
  - Manage a customer-centric research program that integrates economic and industry trends into the analysis
  - Evaluate organisational capability to respond
- **Level 4**
  - Design the research methodologies, outcomes and strategies to leverage the voice of the customer in driving marketing activities
  - Provide leadership, guidance and support in developing frameworks for data collection, assessing, understanding and integrating primary quantitative and qualitative data
- **Level 5**
  - Maintain integrity and consistency in data collection and analysis
  - Ensure adherence to ethical standards in data handling and analysis.

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| | • Identify both current and potential competitors in accordance with chosen dimensions  
• Support the conduct of analysis of data  
• Prepare reports to present findings and document information in a systematic manner |
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<td>• Quickly to consumer demand for products and/or services based on research outcomes</td>
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</table>
| | • Qualitative customer data  
• Provide key consumer behaviour insights based on research outcomes  
• Ensure effective planning, execution, utilisation and budgeting of the research efforts |