<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Hospitality Data Collection and Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSC Proficiency Description</td>
<td>Level 1</td>
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<td>HAS-DAT-3021-1.1</td>
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**TSC Category: Infocomm Technology and Data**

**TSC Description:** Collect and analyse hospitality data to provide business insights and drive business decisions

<table>
<thead>
<tr>
<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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<tbody>
<tr>
<td>Gather quality data using appropriate techniques and tools</td>
<td>Perform data analyses using appropriate statistical techniques for presentation to relevant stakeholders</td>
<td>Establish organisational need for data analyses and leverage on data findings to review business insights to make strategic decisions for the property</td>
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**Knowledge**

- Uses of statistics in the hospitality sector
- Survey questionnaire design
- Methods of data collection and sampling
- Methods for organising data and data storage
- Types of business intelligence tools

- Uses of statistics in the hospitality sector
- Methods for organising data and data storage
- Statistical techniques and calculations for hospitality data analyses
- Components of time-based data
- Different graphs for different categories of data
- Types and methods of effective data presentations
- Types of business intelligence tools

- Uses of statistics in the hospitality sector
- Statistical techniques and calculations for hospitality data analyses
- Competitive analyses of business and operating environment
- Organisation’s risk and control environment

**Abilities**

- Select appropriate techniques and tools to extract data
- Collect data from various sources using methods of data collection and sampling methods
- Organise data for analysis
- Design survey questionnaires that capture complete and accurate information

- Identify statistics to be collected from various sources, in accordance with business operations and requirements
- Analyse data to identify trends, exceptions and insights, in accordance with business operations and requirements
- Interpret findings to obtain business insights
- Apply appropriate methods of data

- Formulate organisational need for data analyses
- Review business insights based on data findings and make recommendations for improvement
- Use data derived insights and recommendations to enhance engagement planning and delivery, and business operations

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| Presentation to present data findings | • Review the need for further data analyses to gain deeper insights on data and business performance  
  • Create a work culture that supports proficient use of analytical and business intelligence tools |