



# Model Curriculum

**QP Name: Business Data Analyst (Retail)**

**QP Code: RAS/Q0111**

**QP Version: 1.0**

**NSQF Level: 5.5**

**Model Curriculum Version: 1.0**

Retailers Association's Skill Council of India, 703-704 Sagar Tech Plaza - A, Andheri-Kurla Road, Sakinaka Junction, Sakinaka, Andheri (E) Mumbai-400072.

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## Training Parameters

|                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sector</b>                                           | Retail                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Sub-Sector</b>                                       | Retail operations                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Occupation</b>                                       | Store operations                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Country</b>                                          | India                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>NSQF Level</b>                                       | 5.5                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Aligned to NCO/ISCO/ISIC Code</b>                    | NCO-2015/ 1211.9900                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Minimum Educational Qualification and Experience</b> | <ul style="list-style-type: none"> <li>• 3-year UG or Equivalent in Data Science or Computer applications/ computer science</li> <li>• Previous relevant Qualification of NSQF Level 5.0 with 1.5 years relevant experience in data management in Retail operations</li> <li>• Previous relevant Qualification of NSQF Level 4.5 with 3 years relevant experience in data management in Retail Operations</li> </ul> |
| <b>Pre-Requisite License or Training</b>                | NIL                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Minimum Job Entry Age</b>                            | -                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Last Reviewed On</b>                                 | NA                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Next Review Date</b>                                 | 08/05/2028                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>NSQC Approval Date</b>                               | 08/05/2025                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>QP Version</b>                                       | 1.0                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Model Curriculum Creation Date</b>                   | 19/10/2024                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Model Curriculum Valid Up to Date</b>                | 08/05/2028                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Model Curriculum Version</b>                         | 1.0                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Minimum Duration of the Course</b>                   | 660 hours                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Maximum Duration of the Course</b>                   | 660 hours                                                                                                                                                                                                                                                                                                                                                                                                            |

## Program Overview

### Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Analyze and interpret retail business data using advanced tools.
- Evaluate customer behavior, financial performance, and market trends to derive insights.
- Design data-driven strategies to enhance marketing, sales, and supply chain operations.
- Leverage AI and machine learning models for forecasting and business growth.
- Present complex data insights to stakeholders through reports and dashboards.

## Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

| NOS and Module Details                                                                           | Theory Duration | Practical Duration | OJT Duration (Mandatory) | OJT Duration (Recommended) | Total Duration |
|--------------------------------------------------------------------------------------------------|-----------------|--------------------|--------------------------|----------------------------|----------------|
| <b>RAS/N0169: Integrate Data and Generate Reports</b><br><b>NSQF Level: 5.5</b>                  | 25:00           | 30:00              | 05:00                    | 00:00                      | 60:00          |
| Integrate Data and Generate Reports                                                              | 25:00           | 30:00              | 05:00                    | 00:00                      | 60:00          |
| <b>RAS/N0170: Analyze Customer Behavior and Personalize Marketing</b><br><b>NSQF Level: 5.5</b>  | 25:00           | 55:00              | 10:00                    | 00:00                      | 90:00          |
| Analyse Customer Behaviour and Personalize Marketing                                             | 25:00           | 55:00              | 10:00                    | 00:00                      | 90:00          |
| <b>RAS/N0171: Evaluate Financial Performance and Prepare Forecasts</b><br><b>NSQF Level: 5.5</b> | 15:00           | 35:00              | 10:00                    | 00:00                      | 60:00          |
| Evaluate Financial Performance and Prepare Forecasts                                             | 15:00           | 35:00              | 10:00                    | 00:00                      | 60:00          |
| <b>RAS/N0172: Optimize Sales and Marketing Strategies</b><br><b>NSQF Level: 5.5</b>              | 30:00           | 50:00              | 10:00                    | 00:00                      | 90:00          |
| Optimize Sales and Marketing Strategies                                                          | 30:00           | 50:00              | 10:00                    | 00:00                      | 90:00          |
| <b>RAS/N0173: Manage Supply Chain and Optimize Inventory</b><br><b>NSQF Level: 5.5</b>           | 30:00           | 50:00              | 10:00                    | 00:00                      | 90:00          |
| Manage Supply Chain and Optimize Inventory                                                       | 30:00           | 50:00              | 10:00                    | 00:00                      | 90:00          |
| <b>RAS/N0174: Conduct Competitive Intelligence and Market Research</b><br><b>NSQF Level: 5.5</b> | 30:00           | 50:00              | 10:00                    | 00:00                      | 90:00          |
| Conduct Competitive Intelligence and Market Research                                             | 30:00           | 50:00              | 10:00                    | 00:00                      | 90:00          |
| <b>RAS/N0175: Data Analysis Using Tools and Technology Tools</b><br><b>NSQF Level: 5.5</b>       | 30:00           | 50:00              | 10:00                    | 00:00                      | 90:00          |
| Utilize Technology and Tools for Data Analysis                                                   | 30:00           | 50:00              | 10:00                    | 00:00                      | 90:00          |
| <b>DGT/VSQ/N0103: Employability skills</b><br><b>NSQF Level - 6</b>                              | 36:00           | 54:00              |                          |                            | 90:00          |
| Introduction to Employability Skills                                                             | 01:00           | 02:00              |                          |                            | 03:00          |

|                                             |               |               |              |              |               |
|---------------------------------------------|---------------|---------------|--------------|--------------|---------------|
| Constitutional values - Citizenship         | 00:30         | 01:00         |              |              | 01:30         |
| Becoming a Professional in the 21st Century | 02:00         | 03:00         |              |              | 05:00         |
| Basic English Skills                        | 04:00         | 06:00         |              |              | 10:00         |
| Career Development & Goal Setting           | 01:30         | 02:30         |              |              | 04:00         |
| Communication Skills                        | 04:00         | 06:00         |              |              | 10:00         |
| Diversity & Inclusion                       | 01:00         | 01:30         |              |              | 02:30         |
| Financial and Legal Literacy                | 04:00         | 06:00         |              |              | 10:00         |
| Essential Digital Skills                    | 08:00         | 12:00         |              |              | 20:00         |
| Entrepreneurship                            | 03:00         | 04:00         |              |              | 07:00         |
| Customer Service                            | 04:00         | 05:00         |              |              | 09:00         |
| <b>Total Duration</b>                       | <b>221:00</b> | <b>374:00</b> | <b>65:00</b> | <b>00:00</b> | <b>660:00</b> |

## Module Details

### Module 1: Integrate Data and Generate Reports

#### Mapped to RAS/N0169

##### Terminal Outcomes:

- Assess the significance of omnichannel retailing in enhancing customer loyalty.
- Propose improvements to an existing omnichannel strategy based on the best practices.
- Illustrate the impact of emerging technologies on omnichannel retailing.

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| <i>Duration: 25:00</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <i>Duration: 30:00</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Theory – Key Learning Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Practical – Key Learning Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>• Describe the data extraction process from retail systems (CRM, inventory, POS).</li> <li>• Explain Structured Query Language (SQL) querying techniques for data retrieval and manipulation.</li> <li>• Explain the Extract, Transform, Load (ETL) process for integrating data.</li> <li>• Identify data validation and cleansing techniques for ensuring data accuracy.</li> <li>• Explain data privacy laws and their application in retail data handling.</li> <li>• Illustrate the role of Business Intelligence (BI) tools (Power BI, Tableau) in visualizing data.</li> <li>• Describe the role of IT infrastructure in retail data architecture.</li> </ul> | <ul style="list-style-type: none"> <li>• Prepare a report using SQL queries on sample retail data to retrieve, filter, and manipulate records.</li> <li>• Create an interactive dashboard using Power BI/Tableau with a sample dataset provided for sales data.</li> <li>• Validate the integrity of a sample dataset using data validation techniques in a simulated environment.</li> <li>• Ensure data compliance and privacy using case studies that outline breaches of GDPR, with a task to prepare recommendations on how to improve compliance.</li> <li>• Integrate data from CRM and POS using an ETL tool (Talend) and simulate data movement from source systems to the target database.</li> </ul> |
| <b>Classroom Aids</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Tools, Equipment and Other Requirements</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <ul style="list-style-type: none"> <li>• Computers/Laptops with Power BI/Tableau and SQL Server installed (Quantity: 30)</li> <li>• Sample Retail Dataset for data extraction and integration tasks.</li> <li>• ETL tools (e.g., Talend) for data integration (Quantity: 30 licenses)</li> <li>• Case Study for GDPR and data privacy compliance.</li> </ul>                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

## Module 2: Analyse Customer Behaviour and Personalize Marketing

### Mapped to RAS/N0170

#### Terminal Outcomes:

- Formulate actionable insights from data analytics to enhance marketing outreach.
- Evaluate the effectiveness of customer segmentation strategies on sales performance.
- Demonstrate the ability to use data responsibly in marketing initiatives.

| <i>Duration: 25:00</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <i>Duration: 55:00</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Theory – Key Learning Outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Practical – Key Learning Outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>• Explain the elements of customer segmentation models and their application in marketing.</li> <li>• Explain the role of CRM systems in analysing customer behaviour.</li> <li>• Describe how customer personas are created using segmentation data.</li> <li>• Illustrate predictive analytics models for customer behavior forecasting.</li> <li>• Define key marketing metrics Customer Acquisition Cost (CAC), Customer Lifetime Value (CLV), Return on Advertisement Spend (ROAS) and their role in campaign evaluation.</li> <li>• Explain how AI can enhance customer experience personalization.</li> </ul> | <ul style="list-style-type: none"> <li>• Perform customer segmentation using CRM data and analyse the results through a case study of a retail business.</li> <li>• Create a marketing strategy using predictive analytics by applying Python/R to a provided customer dataset.</li> <li>• Develop customer personas based on sample behaviour data and present them as part of a marketing campaign simulation.</li> <li>• Evaluate a personalized marketing campaign using provided KPIs and prepare a report analysing its effectiveness.</li> <li>• Simulate customer feedback analysis from social media and use it to adjust a marketing strategy in a simulated environment.</li> </ul> |
| <b>Classroom Aids</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, and duster                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Tools, Equipment and Other Requirements</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"> <li>• CRM software (e.g., Salesforce) for customer segmentation (Quantity: 30 licenses)</li> <li>• Python/R environment for predictive modeling (Quantity: 30 setups)</li> <li>• Case Study on customer segmentation and marketing strategy</li> </ul>                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

## Module 3: Evaluate Financial Performance and Prepare Forecasts

### Mapped to RAS/N0171

#### Terminal Outcomes:

- Assess the impact of integrated marketing communications on customer engagement.
- Propose enhancements to marketing strategies based on consumer insights.
- Demonstrate knowledge of IoT applications in retail marketing.

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| <i>Duration: 15:00</i>                                                                                                                                                                                                                                                                                                                                                                                                                                              | <i>Duration: 35:00</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Theory – Key Learning Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Practical – Key Learning Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>• Explain financial metrics like Return on Investment (ROI), gross margins, and cash flow.</li> <li>• Explain how sales performance influences overall profitability.</li> <li>• Describe the methods for financial forecasting using historical data.</li> <li>• Define cost-saving measures that can optimize retail operations.</li> <li>• Explain how financial dashboards support real-time decision-making.</li> </ul> | <ul style="list-style-type: none"> <li>• Analyse financial performance using sample sales and profit data provided in Excel and prepare a report.</li> <li>• Develop a financial dashboard using BI tools (Power BI) based on sample financial reports.</li> <li>• Prepare a budget forecast based on historical financial data in a simulated environment.</li> <li>• Identify cost-saving opportunities through financial analysis and present recommendations based on a case study.</li> <li>• Present a financial performance summary to stakeholders using dashboards and reports.</li> </ul> |
| <b>Classroom Aids</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Tools, Equipment and Other Requirements</b>                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>• Microsoft Excel with financial modeling tools (Quantity: 30 licenses)</li> <li>• Sample financial dataset for analysis and reporting.</li> <li>• Case Study on cost-saving strategies in retail operations.</li> </ul>                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

## Module 4: Optimize Sales and Marketing Strategies

### Mapped to RAS/N0172

#### Terminal Outcomes:

- Optimize customer journey maps to enhance overall customer satisfaction.
- Assess the effectiveness of personalization techniques in improving customer interactions.
- Illustrate how customer feedback can be utilized to refine the customer journey.

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| <b>Theory – Key Learning Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Practical – Key Learning Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <ul style="list-style-type: none"> <li>• Explain how sales metrics influence business strategies.</li> <li>• Explain the role of market research in developing sales strategies.</li> <li>• Describe pricing strategies based on customer behaviour and competitor analysis.</li> <li>• Explain the relationship between marketing effectiveness and sales performance.</li> <li>• Explain how customer feedback impacts marketing and sales decisions.</li> </ul> | <ul style="list-style-type: none"> <li>• Analyse sales performance using a sample market research report and prepare strategic recommendations.</li> <li>• Develop pricing strategies based on provided competitor and customer data.</li> <li>• Evaluate marketing campaigns using metrics such as ROAS and prepare a report based on sample campaign data.</li> <li>• Collaborate with marketing teams to simulate a revised sales strategy based on provided feedback from customers.</li> <li>• Present a detailed sales performance report using Power BI based on sample sales data.</li> </ul> |
| <b>Classroom Aids</b>                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Tools, Equipment and Other Requirements</b>                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>• Tableau/Power BI for sales and marketing analysis (Quantity: 30 licenses)</li> <li>• Sample market research reports and customer feedback datasets for analysis.</li> </ul>                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

## Module 5: Manage Supply Chain and Optimize Inventory

### Mapped to RAS/N0173

#### Terminal Outcomes:

- Assess the impact of technology integration on customer engagement and sales performance.
- Propose data-driven improvements for existing retail operations.
- Demonstrate the ability to analyze and interpret performance data effectively.

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| <i>Duration: 30:00</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <i>Duration: 50:00</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Theory – Key Learning Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Practical – Key Learning Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>• Explain the key inventory metrics such as turnover rates and Days of Inventory (DOI).</li> <li>• Explain the importance and elements of predictive analytics for inventory forecasting.</li> <li>• Describe the Just-in-Time (JIT) inventory strategy and its advantages.</li> <li>• Explain how inventory management systems optimize stock levels.</li> <li>• Explain how procurement and supply chain teams collaborate for inventory optimization.</li> </ul> | <ul style="list-style-type: none"> <li>• Analyse inventory performance using sample data from supply chain management software and prepare a report.</li> <li>• Forecast inventory needs using predictive models applied to provided sales and inventory data.</li> <li>• Simulate the implementation of JIT practices using a case study on retail inventory management.</li> <li>• Prepare a presentation to show how to optimize supply chain operations based on data provided on lead times and stock levels.</li> <li>• Prepare an inventory performance summary with recommendations for improvement based on simulated scenarios.</li> </ul> |
| <b>Classroom Aids</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Tools, Equipment and Other Requirements</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>• Inventory management software (e.g., SAP, Oracle) (Quantity: 30 licenses)</li> <li>• Predictive analytics software for forecasting (Quantity: 30 setups)</li> <li>• Case Study on JIT inventory management.</li> </ul>                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

## Module 6: Conduct Competitive Intelligence and Market Research

### Mapped to RAS/N0174

#### Terminal Outcomes:

- Analyze market research findings to anticipate and adapt to future trends.
- Propose strategic initiatives that align with emerging technologies.
- Demonstrate the ability to lead change initiatives within a retail organization.

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| <i>Duration: 30:00</i>                                                                                                                                                                                                                                                                                                                                                                                                                                         | <i>Duration: 50:00</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Theory – Key Learning Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Practical – Key Learning Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>• Explain the role of competitive analysis in shaping business strategies.</li> <li>• Explain market research methods for gathering competitive intelligence.</li> <li>• Describe the impact of external factors on retail market strategies.</li> <li>• Explain how competitor pricing and promotions affect market positioning.</li> <li>• Explain the role of market trends in decision-making processes.</li> </ul> | <ul style="list-style-type: none"> <li>• Conduct competitive analysis using market research data from Statista™ or Nielsen.</li> <li>• Analyse market trends to identify opportunities and threats in a simulated environment.</li> <li>• Develop strategic recommendations based on provided competitive intelligence reports.</li> <li>• Prepare a report on market research findings and present it to stakeholders.</li> <li>• Use provided case studies to simulate the impact of competitor strategies on retail business outcomes.</li> </ul> |
| <b>Classroom Aids</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Tools, Equipment and Other Requirements</b>                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"> <li>• Market research software (Statista, Nielsen) (Quantity: 30 licenses)</li> <li>• Sample competitive intelligence reports for analysis.</li> <li>• Case Study on market trends and competitive strategies.</li> </ul>                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

## Module 7: Data Analysis Using Tools and Technology Tools

### Mapped to RAS/N0175

#### Terminal Outcomes:

- Analyze market research findings to anticipate and adapt to future trends.
- Propose strategic initiatives that align with emerging technologies.
- Demonstrate the ability to lead change initiatives within a retail organization.

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Duration: 30:00</i>                                                                                                                                                                                                                                                                                                                                                                                                                                           | <i>Duration: 50:00</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Theory – Key Learning Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Practical – Key Learning Outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>• Explain how BI tools facilitate retail data analysis.</li> <li>• Explain the role of machine learning in retail forecasting.</li> <li>• Describe data integration techniques using SQL and ETL tools.</li> <li>• Explain the use of cloud platforms (AWS, Azure) in retail analytics.</li> <li>• Explain the importance of automation tools in streamlining data tasks.</li> </ul>                                      | <ul style="list-style-type: none"> <li>• Create an interactive dashboard in Power BI/Tableau to visualize sample retail data.</li> <li>• Apply machine learning models (e.g., linear regression) to forecast sales and demand using Python/R on provided datasets.</li> <li>• Integrate data from multiple retail systems using SQL and ETL tools in a simulated retail environment.</li> <li>• Utilize cloud platforms (AWS/Azure) to store and process large datasets for analysis.</li> <li>• Implement automation tools (e.g., Alteryx) to automate data processing tasks in a simulated scenario.</li> </ul> |
| <b>Classroom Aids</b>                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Tools, Equipment and Other Requirements</b>                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"> <li>• Power BI/Tableau for data visualization (Quantity: 30 licenses)</li> <li>• Python/R environment for machine learning (Quantity: 30 setups)</li> <li>• SQL Server and ETL tools (e.g., Talend) for data integration (Quantity: 30 licenses)</li> <li>• Cloud platforms (AWS/Azure) for data storage and processing (Quantity: 30 setups)</li> <li>• Sample datasets for retail data analysis and forecasting.</li> </ul> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

## Module 8: Employability Skills

*Mapped to DGT/VSQ/N0103*

### Key Learning Outcomes

#### Introduction to Employability Skills      Duration: 3 Hours

After completing this programme, participants will be able to:

1. Outline the importance of Employability Skills for the current job market and future of work
2. List different learning and employability related GOI and private portals and their usage
3. Research and prepare a note on different industries, trends, required skills and the available opportunities

#### Constitutional values - Citizenship      Duration: 1.5 Hours

4. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
5. Demonstrate how to practice different environmentally sustainable practices

#### Becoming a Professional in the 21st Century      Duration: 5 Hours

6. Discuss relevant 21st century skills required for employment
7. Highlight the importance of practicing 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life
8. Create a pathway for adopting a continuous learning mindset for personal and professional development

#### Basic English Skills      Duration: 10 Hours

9. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
10. Read and understand text written in basic English
11. Write a short note/paragraph / letter/e-mail using correct basic English

#### Career Development & Goal Setting      Duration: 4 Hours

12. Create a career development plan
13. Identify well-defined short- and long-term goals

#### Communication Skills      Duration: 10 Hours

14. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette
15. Write a brief note/paragraph on a familiar topic
16. Explain the importance of communication etiquette including active listening for effective communication
17. Role play a situation on how to work collaboratively with others in a team

#### Diversity and Inclusion      Duration: 2.5 Hours

18. Demonstrate how to behave, communicate, and conduct appropriately with all genders and PwD
19. Discuss the significance of escalating sexual harassment issues as per POSH act

#### Financial and Legal Literacy      Duration: 10 Hours

20. Discuss various financial institutions, products, and services
21. Demonstrate how to conduct offline and online financial transactions, safely and securely and check passbook/statement
22. Explain the common components of salary such as Basic, PF, Allowances (HRA, TA, DA, etc.), tax deductions
23. Calculate income and expenditure for budgeting
24. Discuss the legal rights, laws, and aids

#### Essential Digital Skills      Duration: 20 Hours

25. Describe the role of digital technology in day-to-day life and the workplace
26. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely

27. Demonstrate how to connect devices securely to internet using different means
28. Follow the dos and don'ts of cyber security to protect against cyber crimes
29. Discuss the significance of displaying responsible online behavior while using various social mediaplatforms
30. Create an e-mail id and follow e- mail etiquette to exchange e -mails
31. Show how to create documents, spreadsheets and presentations using appropriate applications
32. utilize virtual collaboration tools to work effectively

#### Entrepreneurship

Duration: 7 Hours

33. Explain the types of entrepreneurship and enterprises
34. Discuss how to identify opportunities for potential business, sources of funding and associated financialand legal risks with its mitigation plan
35. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
36. Create a sample business plan, for the selected business opportunity

#### Customer Service

Duration: 9 Hours

37. Classify different types of customers
38. Demonstrate how to identify customer needs and respond to them in a professional manner
39. Discuss various tools used to collect customer feedback
40. Discuss the significance of maintaining hygiene and dressing appropriately

#### Getting ready for apprenticeship & Jobs

Duration: 8 Hours

41. Draft a professional Curriculum Vitae (CV)
42. Use various offline and online job search sources to find and apply for jobs
43. Discuss the significance of maintaining hygiene and dressing appropriately for an interview
44. Role play a mock interview
45. List the steps for searching and registering for apprenticeship opportunities

#### LIST OF TOOLS & EQUIPMENT FOR EMPLOYABILITY SKILLS

| S No. | Name of the Equipment                                                                                                                                                                                                                      | Quantity    |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 1.    | Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed)<br>(all software should either be latest version or one/two version below) | As required |
| 2.    | UPS                                                                                                                                                                                                                                        | As required |
| 3.    | Scanner cum Printer                                                                                                                                                                                                                        | As required |
| 4.    | Computer Tables                                                                                                                                                                                                                            | As required |
| 5.    | Computer Chairs                                                                                                                                                                                                                            | As required |
| 6.    | LCD Projector                                                                                                                                                                                                                              | As required |
| 7.    | White Board 1200mm x 900mm                                                                                                                                                                                                                 | As required |

*Note: Above Tools & Equipment not required, if Computer LAB is available in the institute.*

## Module 9: On-the-Job Training

*Mapped to Business Data Analyst (Retail) RAS/Q0111*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| <b>Mandatory Duration: 65:00 hrs.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Recommended Duration: NA</b> |
| <b>Location: Workplace/ On Site</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                 |
| <b>Terminal Outcomes</b> <ul style="list-style-type: none"> <li>• Prepare a report using SQL queries on sample retail data to retrieve, filter, and manipulate records.</li> <li>• Create an interactive dashboard using Power BI/Tableau with a sample dataset provided for sales data.</li> <li>• Perform customer segmentation using CRM data and analyse the results through a case study of a retail business.</li> <li>• Create a marketing strategy using predictive analytics by applying Python/R to a provided customer dataset.</li> <li>• Develop customer personas based on sample behaviour data and present them as part of a marketing campaign simulation.</li> <li>• Evaluate a personalized marketing campaign using provided KPIs and prepare a report analysing its effectiveness.</li> <li>• Simulate customer feedback analysis from social media and use it to adjust a marketing strategy in a simulated environment.</li> <li>• Analyse financial performance using sample sales and profit data provided in Excel and prepare a report.</li> <li>• Develop a financial dashboard using BI tools (Power BI) based on sample financial reports.</li> <li>• Prepare a budget forecast based on historical financial data in a simulated environment.</li> <li>• Analyse sales performance using a sample market research report and prepare strategic recommendations.</li> <li>• Develop pricing strategies based on provided competitor and customer data.</li> <li>• Prepare a presentation to show how to optimize supply chain operations based on data provided on lead times and stock levels.</li> <li>• Prepare an inventory performance summary with recommendations for improvement based on simulated scenarios.</li> <li>• Simulate the implementation of JIT practices using a case study on retail inventory management.</li> <li>• Develop strategic recommendations based on provided competitive intelligence reports.</li> <li>• Prepare a report on market research findings and present it to stakeholders.</li> <li>• Use provided case studies to simulate the impact of competitor strategies on retail business outcomes.</li> <li>• Create an interactive dashboard in Power BI/Tableau to visualize sample retail data.</li> <li>• Apply machine learning models (e.g., linear regression) to forecast sales and demand using Python/R on provided datasets.</li> <li>• Integrate data from multiple retail systems using SQL and ETL tools in a simulated retail environment.</li> <li>• Utilize cloud platforms (AWS/Azure) to store and process large datasets for analysis.</li> <li>• Implement automation tools (e.g., Alteryx) to automate data processing tasks in a simulated scenario.</li> </ul> |                                 |

## Annexure

### Trainer Requirement

| Trainer Prerequisites               |                                                                                 |                              |                                                                                                                                                        |                     |                                                                                                                |                                                                                                                                                |
|-------------------------------------|---------------------------------------------------------------------------------|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Minimum Educational Qualification   | Specialization                                                                  | Relevant Industry Experience |                                                                                                                                                        | Training Experience |                                                                                                                | Remarks                                                                                                                                        |
|                                     |                                                                                 | Years                        | Specialization                                                                                                                                         | Years               | Specialization                                                                                                 |                                                                                                                                                |
| For Trainers                        |                                                                                 |                              |                                                                                                                                                        |                     |                                                                                                                |                                                                                                                                                |
| Graduate (In related field)         | Business Analytics, Data Science, Business Administration, or a related field   | 5                            | Business Analytics or Retail Data Analysis with experience in business analytics tools like Power BI, Tableau, and SQL.                                |                     |                                                                                                                | Experience in data integration, reporting, customer analytics, financial forecasting, and implementing data-driven decision-making strategies. |
| OR                                  |                                                                                 |                              |                                                                                                                                                        |                     |                                                                                                                |                                                                                                                                                |
| Graduate (In related field)         | Business Analytics, Data Science, Business Administration, or a related field   | 3                            | Business Analytics or Retail Data Analysis with supervisory experience in relevant functions business analytics tools like Power BI, Tableau, and SQL. | 2                   | Training experience in business analytics tools like Power BI, Tableau, and SQL.                               | Experience in data integration, reporting, customer analytics, financial forecasting, and implementing data-driven decision-making strategies. |
| OR                                  |                                                                                 |                              |                                                                                                                                                        |                     |                                                                                                                |                                                                                                                                                |
| Postgraduate / PG Diploma (2 Years) | Business Analytics, Data Science, Retail Management, or Business Administration | 3                            | Business Analyst, having implemented data analysis, reporting, and market forecasting strategies for retail operations.                                | 3                   | Supervisory experience, including 2 years of training experience in analytics or retail business intelligence. |                                                                                                                                                |
| OR                                  |                                                                                 |                              |                                                                                                                                                        |                     |                                                                                                                |                                                                                                                                                |

|                                     |                                                      |  |  |   |                                                                                                                                                                                                                                 |                                                                                                                                |
|-------------------------------------|------------------------------------------------------|--|--|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| Postgraduate / PG Diploma (2 Years) | Business Analytics, Data Science, or a related field |  |  | 5 | Training/Teaching experience in business analytics, retail management, or data science, including practical knowledge of data integration, reporting, customer behavior analysis, and implementing business intelligence tools. | The trainer should have experience teaching data analysis and retail analytics in both traditional and e-commerce environments |
|-------------------------------------|------------------------------------------------------|--|--|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|

| Trainer Certification                                                                                               |                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Domain Certification                                                                                                | Platform Certification                                                                                                                                                          |
| Certified for the Job Role Business Data Analyst (Retail) QP (RAS/Q0111) level 5.5 with minimum pass percentage:80% | Recommended that the Trainer is certified for the Job Role: "Trainer (VET and skills)", mapped to the Qualification Pack: "MEP/Q2601, v2.0". The minimum accepted score is 80%. |

## Assessor Requirements

| Assessors Prerequisites            |                                                                                 |                              |                                                                                                                                                        |                     |                                                                                                                |                                                                                                                                                |
|------------------------------------|---------------------------------------------------------------------------------|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Minimum Educational Qualification  | Specialization                                                                  | Relevant Industry Experience |                                                                                                                                                        | Training Experience |                                                                                                                | Remarks                                                                                                                                        |
|                                    |                                                                                 | Years                        | Specialization                                                                                                                                         | Years               | Specialization                                                                                                 |                                                                                                                                                |
| For Assessor                       |                                                                                 |                              |                                                                                                                                                        |                     |                                                                                                                |                                                                                                                                                |
| Graduate (In related field)        | Business Analytics, Data Science, Business Administration, or a related field   | 5                            | Business Analytics or Retail Data Analysis with experience in business analytics tools like Power BI, Tableau, and SQL.                                |                     |                                                                                                                | Experience in data integration, reporting, customer analytics, financial forecasting, and implementing data-driven decision-making strategies. |
| OR                                 |                                                                                 |                              |                                                                                                                                                        |                     |                                                                                                                |                                                                                                                                                |
| Graduate (In related field)        | Business Analytics, Data Science, Business Administration, or a related field   | 3                            | Business Analytics or Retail Data Analysis with supervisory experience in relevant functions business analytics tools like Power BI, Tableau, and SQL. | 2                   | Training experience in business analytics tools like Power BI, Tableau, and SQL.                               | Experience in data integration, reporting, customer analytics, financial forecasting, and implementing data-driven decision-making strategies. |
| OR                                 |                                                                                 |                              |                                                                                                                                                        |                     |                                                                                                                |                                                                                                                                                |
| Postgraduate/ PG Diploma (2 Years) | Business Analytics, Data Science, Retail Management, or Business Administration | 3                            | Business Analyst, having implemented data analysis, reporting, and market forecasting strategies for retail operations.                                | 3                   | Supervisory experience, including 2 years of training experience in analytics or retail business intelligence. |                                                                                                                                                |
| OR                                 |                                                                                 |                              |                                                                                                                                                        |                     |                                                                                                                |                                                                                                                                                |

|                                          |  |  |  |   |                                                                                                                                                                                                                                 |                                                                                                                                |
|------------------------------------------|--|--|--|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| Postgraduate/<br>PG Diploma (2<br>Years) |  |  |  | 5 | Training/Teaching experience in business analytics, retail management, or data science, including practical knowledge of data integration, reporting, customer behavior analysis, and implementing business intelligence tools. | The trainer should have experience teaching data analysis and retail analytics in both traditional and e-commerce environments |
|------------------------------------------|--|--|--|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|

| Assessor Certification                                                                                              |                                                                                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Domain Certification                                                                                                | Platform Certification                                                                                                                                                            |
| Certified for the Job Role Business Data Analyst (Retail) QP (RAS/Q0111) level 5.5 with minimum pass percentage:80% | Recommended that the Assessor is certified for the Job Role: "Assessor (VET and skills)", mapped to the Qualification Pack: "MEP/Q2701, v2.0". The minimum accepted score is 80%. |

## Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment will be done by RASCI-affiliated assessment agencies. The assessors / proctors will be trained & certified by SSC through Training of Assessors / Proctors program. The emphasis will be on practical skills and knowledge based on the performance criteria. The assessment papers are developed by Subject Matter Experts (SME), as per the assessment criteria mentioned in the Qualification Pack. The assessment papers are also checked for the various outcome-based parameters such as quality, time taken, precision, tools & equipment requirement, etc. The assessment sets are then reviewed by SSC official for consistency.

### Testing Tools

- Carry out assessments under realistic work pressures that are found in the normal industry workplace.
- Ensure that the range of materials, equipment and tools that learners use are current and of the type routinely found in the normal industry workplace environments.

| Assessment Type | Formative or Summative | Strategies                                                                                                                                                                                                                                                                                                                  |
|-----------------|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Theory          | Summative              | (Web proctoring/Paper pencil/Tab based): Written test will be Multiple Choice Questions (MCQ) based. In case of availability of internet connectivity, the test will be hosted on web (online). In case of absence of internet connectivity, the test will be administered in offline mode on a tablet or via paper pencil. |
| Practical       | Summative              | This test will be administered by the assessor. The assessment shall be based on Case Studies/ Scenario based tasks/ activities in a simulated environment. The learners' will be assessed and graded based on the pre-designed and AB approved rubrics by the assessor.                                                    |

The assessment results are backed by evidences collected by assessors.

1. The assessor / proctor needs to collect a copy of the attendance for the training done under the scheme. The attendance sheets are signed and stamped by the in charge / Head of the Training Centre.
2. The assessor / proctor needs to verify the authenticity of the candidates by checking the photo ID card issued by the institute as well as any one Photo ID card issued by the Central/Government. The same needs to be mentioned in the attendance sheet. In case of suspicion, the assessor should authenticate and cross verify trainee's credentials in the enrolment form.

3. The assessor / proctor needs to punch the trainee's roll number on all the evidences.
4. The assessor / proctor can take a photograph of all the students along with the assessor standing in the middle and with the centre name/banner at the back as evidence.
5. The assessor also needs to carry his/her photo ID card.

The assessment agencies are instructed to hire assessors / proctors with integrity, reliability and fairness. Each assessor shall sign a document with its assessment agency by which they commit themselves to comply with the rules of confidentiality and conflict of interest, independence from commercial and other interests that would compromise impartiality of the assessments.

## References

### Glossary

| Term                         | Description                                                                                                                                                                                                                                                                                                                       |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Declarative Knowledge</b> | Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.                                                                                                                                                                       |
| <b>Key Learning Outcome</b>  | Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application). |
| <b>OJT (M)</b>               | On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site                                                                                                                                                                                                                            |
| <b>OJT (R)</b>               | On-the-job training (Recommended); trainees are recommended the specified hours of training on site                                                                                                                                                                                                                               |
| <b>Procedural Knowledge</b>  | Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.                                                                                                                                |
| <b>Training Outcome</b>      | Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.                                                                                                                                                                                                    |
| <b>Terminal Outcome</b>      | Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.                                                                                                                                       |

### Acronyms and Abbreviations

| Term        | Description                             |
|-------------|-----------------------------------------|
| <b>QP</b>   | Qualification Pack                      |
| <b>NSQF</b> | National Skills Qualification Framework |
| <b>NSQC</b> | National Skills Qualification Committee |
| <b>NOS</b>  | National Occupational Standards         |