Introduction to Retail Data Analytics

Unit Code: RAS/N0178

Version: 1.0

NSQF Level: 4.5

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Description

This occupational standard focuses on essential competencies for effectively collecting, organizing, and analyzing retail data. Participants will learn to utilize tools such as POS systems and spreadsheets to validate data, analyze sales trends, and understand consumer behavior.

Scope

The scope covers the following :

- Effectively collect, organize, and analyze retail data.
- Generate actionable insights for product assortment, inventory management, and promotions.
- Ensure ethical handling of customer data.

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

PC1. Collect, organize, and validate retail data using tools like POS systems, spreadsheets, and customer databases

PC2. Analyze sales trends, consumer purchase behavior, and regional preferences using basic data analysis techniques

PC3. Generate actionable insights from retail data to support decisions related to product assortment, inventory management, and promotions

PC4. Use customer feedback, surveys, and qualitative data to refine consumer insights and identify areas for improvement in retail services or products

PC5. Develop simple reports and visualizations using data to communicate insights effectively to non-technical teams

PC6. Apply data-driven decision-making to optimize retail operations, including pricing strategies and customer engagement

PC7. Ensure ethical handling of customer data by adhering to data privacy and security regulations

PC8. Use basic data analytics tools (e.g., Excel, Google Sheets) to organize and interpret retail sales and customer interaction data

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Understand different types of retail data such as sales, customer behavior, inventory, and their sources (e.g., POS systems, CRM)

KU2. Know basic data analysis concepts such as averages, trends, growth rates, and how they apply to retail decision-making

KU3. Familiarize with tools like Google Analytics and survey platforms to collect and analyze customer feedback and digital interactions

KU4. Understand how to create simple formulas, graphs, and charts to represent sales data and consumer trends

KU5. Recognize the importance of data-driven decision-making in improving product assortment, pricing, promotions, and overall business performance

KU6. Understand basic privacy laws (e.g., GDPR) and ethical practices in handling and storing customer data

KU7. Know the role of consumer insights in developing personalized marketing strategies and improving customer retention

KU8. Learn how data visualization enhances communication by presenting complex information in simple, actionable formats

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. Communicate effectively with teams to present data insights in a non-technical manner

GS2. Use critical thinking and problem-solving skills to apply data insights in retail decision-making processes

GS3. Develop proficiency in basic analytical tools like Excel, POS systems, and CRM systems to gather and analyze data

GS4. Display attention to detail when organizing and validating data for accuracy and consistency

GS5. Exhibit collaboration skills by working with cross-functional teams (e.g., marketing, operations) to apply consumer insights effectively

GS6. Show adaptability in learning new retail data tools and technologies as needed

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	40	**60**	-	-
PC1. Collect, organize, and validate retail data using tools like POS systems, spreadsheets, and customer databases	5	7.5	-	-
PC2. Analyze sales trends, consumer purchase behavior, and regional preferences using basic data analysis techniques	5	7.5	-	-
PC3. Generate actionable insights from retail data to support decisions related to product assortment, inventory management, and promotions	5	7.5	-	-
PC4. Use customer feedback, surveys, and qualitative data to refine consumer insights and identify areas for improvement in retail services or products	5	7.5	-	-
PC5. Develop simple reports and visualizations using data to communicate insights effectively to non-technical teams	5	7.5	-	-
PC6. Apply data-driven decision-making to optimize retail operations, including pricing strategies and customer engagement	5	7.5	-	-
PC7. Ensure ethical handling of customer data by adhering to data privacy and security regulations	5	7.5	-	-
PC8. Use basic data analytics tools (e.g., Excel, Google Sheets) to organize and interpret retail sales and customer interaction data	5	7.5	-	-
NOS Total	**40**	**60**	-	-

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0178
NOS Name	Introduction to Retail Data Analytics
Sector	Retail
Sub-Sector	
Occupation	Store Operations, Sales Operations, Sales, Consumer Sales
NSQF Level	4.5
Credits	4
Minimum Job Entry Age	14
Minimum Educational Qualification & Experience	Pursuing 1st year of UG and continuous education (Business Analytics or related fields (e.g., Data Science, Retail Management with Analytics specialization) OR Completed 1st year of UG (UG Certificate) (Business Analytics or related fields (e.g., Data Science, Retail Management with Analytics specialization) OR 12th grade Pass with 1.5 years of experience relevant experience in retail operations (Proficiency in basic computer usage, including spreadsheets such as Excel OR Previous relevant Qualification of NSQF Level (4) with 1.5 years of experience Relevant experience in retail operations OR Previous relevant Qualification of NSQF Level (3.5) with 3 Years of experience Relevant experience in retail operations
Version	1.0
Last Reviewed Date	08/05/2025
Next Review Date	08/05/2028
NSQC Clearance Date	08/05/2025
Reference code on NQR	NG-4.5-OR-04252-2025-V1-RASCI
NQR Version	1.0

CCN Category	1