

Occupation Profile

Technical Apprenticeship in Digital Technology - Data Analytics Pathway at SCQF Level 8

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Purpose:

This occupation profile consists of 10 work situations routinely carried out in the occupation. Collectively these describe all the performance requirements and knowledge and understanding requirements apprentices need to demonstrate competence in the occupation. Each work situation is set out as follows:

- Work situation title, goal, brief outline, performance requirements and knowledge and understanding requirements



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Work Situation

URN: SDS 007

Applying methods and principles in project management

Goal of work situation:

This work situation involves using project management tools to plan, organise and monitor the progress of activities to achieve production quality performance indicators.

Brief outline:

This is about applying methods and principles of project management in line with organisational requirements. This includes ensuring activities are delivered in accordance with the business case and safe systems of work, and involves liaising with and reporting progress to stakeholders, ensuring activities contribute to key milestones and deliverables.

Performance requirements

1. Providing support to prepare business cases for approval of activities
2. Identifying roles, responsibilities and skill sets needed for project activities and resources
3. Planning and scheduling projects in line with agreed objectives, timescales, and organisational requirements
4. Managing activities in line with plans and to achieve milestones
5. Managing change in line with organisational procedures
6. Escalating to relevant personnel where there are deviations from plans
7. Identifying, agreeing, and implementing contingencies to mitigate problems
8. Communicating plan progress in formats to meet the needs of all relevant stakeholders
9. Reporting on progress in line with organisational reporting procedures
10. Collating and evaluating lessons learned to contribute to the continuous improvement of activities

Knowledge and understanding requirements

1. Relevant legislation and codes of practice, safe systems of work, risk and impact assessments for activities
2. The principles and approaches to developing good business cases
3. Different methodologies to plan and deliver activities and how to apply these
4. The tools and processes for identifying and analysing risks and opportunities and how to use them
5. Techniques and tools for monitoring and reviewing risks including when and how to escalate to management
6. Quantitative and qualitative measures of risk analysis and how to apply these
7. The importance of monitoring and controlling project performance including accountability
8. Industry specific tools and software for monitoring performance
9. The importance of establishing an agreed change control process, and the impact and consequences that changes can have on schedule, resources, and budget
10. The type of changes that may affect key performance criteria including time, cost, quality, and business case

11. The importance of contingency plans
12. The importance of evaluating and monitoring the benefits and challenges of activities and how to do this
13. Different ways, formats and frequency of reporting and presenting information on progress to internal and external stakeholders
14. The importance of liaising with internal and external stakeholders and how to do this

Goal of work situation:

To identify, evaluate and prioritise the opportunities to apply digital technology to improve operations by transforming business processes.

Brief outline:

This involves evaluating the organisational processes to propose digital technology solutions within businesses to reduce costs, enhance performance and deliver improved services as a result of digital transformation.

Performance requirements

1. Identifying and documenting organisational processes which require digital technology improvement
2. Establishing information requirements of the organisational processes requiring digital technology improvement
3. Evaluating the potential for digital technology solutions to transform the organisational processes that deliver organisational competitiveness
4. Analysing organisational processes to propose potential digital technology solutions
5. Conducting relevant research to inform decision making for digital transformation
6. Conducting health and safety risk assessments of digital transformation scenarios
7. Developing and delivering well-structured digital technology proposals in the form of business reports and presentations which resonate with stakeholders

Knowledge and understanding requirements

1. The meaning and significance of the 'digital economy' and 'digital transformation'
2. How to model business processes
3. How organisations manage and implement technology driven change
4. How to formulate proposals for new digital technology solutions, including estimation of both costs and benefits
5. How digital technologies can be integrated within business processes
6. How digital transformation of business processes is implemented to provide improved productivity and service benefits
7. The legislation, regulations and organisational policies that relate to digital technology and safe use of IT in the workplace
8. The range of professional and unprofessional behaviour in digital technology contexts
9. The principles of business change and how organisations develop in the context of technological change
10. The organisational business objectives and how business strategy is used to achieve these
11. The range of metrics which might be used to evaluate the success of business operations

12. Current issues and ethical aspects in digital transformation implementation
13. The safe use of digital technology equipment in business operations

Goal of work situation:

To develop meta-skills and personal professionalism through reflective practice, goal setting and active learning to improve own performance in line with organisational requirements.

Brief outline:

This is about taking responsibility for the development of own meta-skills and personal professionalism. This involves reflecting on and learning from practice; seeking and acting on feedback; agreeing and working towards own goals for continuous professional development (CPD); and managing own wellbeing.

Performance requirements

1. Self-evaluating meta-skills regularly to identify own strengths and improvement needs for development
2. Identifying own strengths and improvement needs for professional development
3. Setting and agreeing SMART objectives for personal development and to achieve business objectives
4. Planning development activities to improve own performance and to achieve business objectives
5. Completing formal and informal activities to support and progress own development
6. Seeking and acting on feedback to improve own performance
7. Critically reflecting on own performance and involvement in activities to support own development and achievement
8. Critically evaluating the development and application of meta-skills in own work to identify future development needs
9. Completing and maintaining records and documents in line with organisational policy and procedures

Knowledge and understanding requirements

1. The purpose and importance of meta-skills including their definitions and how they relate to own work
2. The importance and impact of personal professionalism within the organisation and own role
3. How to use critical reflection and reflective practice to identify gaps in role specific knowledge, skills and meta-skills and the purpose and importance of this
4. How to participate effectively in performance reviews
5. How to set and agree SMART goals – Specific, Measurable, Achievable, Realistic, Time-bound
6. How to prepare development plans, including their content and duration
7. The importance of career and personal goals, including collective organisational learning, when planning own development
8. Sources of up-to-date and appropriate information to support own CPD activities
9. The impact and benefits of CPD including the organisation's key performance indicators (KPIs) and how they are measured and recorded
10. The importance of managing well-being for success in own role and where to get support
11. Appropriate ways to seek and act on feedback to develop own skills and knowledge including the process of 360-degree feedback

12. Different learning models and styles and how to use these for own development

Goal of work situation:

To understand business requirements and constraints and perform analytics to find trends, patterns, and new insights in data to address business problems in line with organisational requirements.

Brief outline:

This is about individuals applying appropriate data analytics and statistical techniques on available data to discover new trends, patterns, and relationships. It also involves delivering insights to address business problems and supporting decision-making.

Performance requirements

1. Selecting and applying descriptive, inferential, and predictive statistics to identify trends and patterns in data
2. Estimating parameters and confidence intervals of the underlying distribution from which observed data are drawn
3. Performing statistical hypothesis tests, regression, and analysis of variance of data
4. Using industry standard statistical computer packages to perform statistical analyses
5. Developing solutions independently and through collaboration with colleagues in other functions to provide outcomes and guidance
6. Using scrum delivery methodology and ceremonies to plan and execute sprints to deliver work
7. Developing software code to automate data analytics processes
8. Applying cross checking techniques for identifying faults in data results

Knowledge and understanding requirements

1. The core principles of data analytics
2. The basic concepts and techniques in statistics including sampling distributions, estimators, interval estimation, hypothesis testing, regression, and analysis of variance
3. How to apply descriptive, inferential, and predictive statistics
4. How to formulate appropriate statistical hypotheses
5. Industry standard statistical programming tools and how to apply them
6. How to carry out hypothesis tests using statistical software packages
7. How to frame applied problems as machine learning tasks, identifying appropriate methods
8. How to compare alternative machine learning methods for a given task
9. The industry standard machine learning algorithms, how they work using a step-by-step approach, and how to apply them in practice
10. The potential to use automation for analysis tasks
11. How to audit data analysis results
12. How to evaluate results using data analytical tools
13. How to validate the results of analysis using standard techniques to

identify any faults in data results and to maintain data quality

14. How to critically analyse, interpret and evaluate complex information from diverse datasets

Goal of work situation:

To identify and establish data sources to the key required internal and external data sources as well as determining data availability and accessibility to provide usable data in line with legislative and organisational requirements.

Brief outline:

This is about individuals utilising knowledge of data sources including how they are collected, where and how they are stored and their interrelationships, both within and external to the organisation to verify relevance and accessibility of potential data sources. This also involves collecting from data from multiple sources.

Performance requirements

1. Reviewing the organisational data architecture and locating data sources from within or outside of the organisation
2. Identifying and resolving security and data protection issues related to data access including obtaining necessary authorisation
3. Accessing data sources securely using approved tools and processes
4. Analysing data sources to identify the structures used and documenting the relationships between different data structures
5. Creating and documenting data structures
6. Identifying data that are subject to additional restrictions including personal data, financial data and for sharing data between different departments and teams
7. Extracting metadata from databases and modelling tools
8. Creating data dictionaries to define structure and contents of data sets (including different databases, applications, or warehouse)
9. Extracting data securely and store data in line with organisational requirements
10. Writing software to perform basic data processing including extracting

Knowledge and understanding requirements

1. The internal and external data sources that can be utilised including open data such as government data, sector specific data, geospatial data, or microdata, such as business and household surveys
2. Industry standard data structures, fields, naming and data types
3. The ways data architecture define organisational data models, tools, standards, data structures and data naming conventions
4. How to read and review data model diagrams
5. The differences between conceptual, logical, physical data models
6. The different characteristics of data generation and implications of these including batch, micro-batch and streaming
7. How to access and extract data from a range of data sources, including spreadsheets, documents, surveys, databases, file structures and data warehouses
8. The differences between structured, semi-structured and unstructured data sets and how to work with these
9. How to work with real-time data sources
10. The use of data tools using application interfaces (API) to allow

and ingesting data into the data analysis environment

11. Identifying opportunities to automate regular data access and management tasks

external repositories to extract data and files

11. That reference data, their values and definitions need to be managed for completeness and currency
12. The risks associated with data access and the concept of minimum required access
13. How security and accessibility requirements may differ depending on where and how data is stored

Goal of work situation:

To implement data management processes for data collection, storage, curation, and availability for analysis in line with legislative and organisational requirements. This includes the development and implementation of relevant data models, including metadata.

Brief outline:

This is about individuals managing data assets to support data analysis. It involves using the methods and techniques of modern digital data management to implement data modelling, data storage, data security and data governance, which deliver and enhance the value of the organisation's data assets.

Performance requirements

1. Using entity-relationship data modelling techniques to create and refine data models for efficient storage and retrieval
2. Developing and testing simple relational databases using pre-defined data models
3. Applying database normalisation to structure databases to reduce data redundancy and improve data integrity
4. Composing appropriate database queries using Structured Query Language (SQL) to translate data into information
5. Processing data to ensure appropriate security of the data and its availability only to authorised users
6. Storing, managing, and distributing data in line with legislation, data governance and data security organisational policies and standards
7. Applying the organisations data governance rules for authorised data creation, updating, deleting, and handling of data

Knowledge and understanding requirements

1. Why managing data matters
2. Common data formats and the applicable usage of these
3. The importance of long-term data management
4. The importance of efficiently storing data to improve data accessibility
5. The concepts of data modelling and how to apply them
6. The role of metadata for describing data
7. Data structures capture information at different levels of specificity
8. Which data structures (including data models and databases) are in use by which organisational areas
9. How to design, build and manage databases to store and manage data
10. How to query databases using Structured Query Language (SQL) to gather information
11. The objectives of database normalisation and how the process is carried out
12. The characteristics and management of Big data, and the role of Big data platforms

13. The role of data warehousing to centralise and consolidate large amounts of data from multiple sources to provide business intelligence and reporting activities
14. Good security practices in data management
15. The ways in which data security is a collaborative effort involving IT security, data governance, and data operators
16. How data governance processes define the formal management of data assets within an organisation

Goal of work situation:

To identify and characterise the business problem and formulate this into data analysis solution tasks and delivery plans in line with legislative and organisational requirements.

Brief outline:

This is about individuals understanding business problems and planning activities to deliver data analysis solutions successfully and securely. It also involves delivering data insights and supporting data driven decision making.

Performance requirements

1. Identifying and agreeing on business problems and their scope
2. Capturing business needs from stakeholders to clarify the purpose of the data analysis and help inform decision making
3. Formulating the research and business questions the data seeks to answer
4. Prioritising and planning activities for required data collection, processing, analysis, and reporting activities
5. Planning data security at each stage of data processing, including data access and privacy
6. Planning to acquire data access from internal and external sources and implementing mitigations when data is inaccessible
7. Planning to collect and integrate necessary data source including surveys securely
8. Performing risk assessments of data analysis activity
9. Conducting Data Protection Impact Assessments (DPIA) to identify and minimise risks relating to personal data processing activities
10. Planning and implementing privacy by design to ensure data protection in data processing procedures
11. Operating as part of a multi-functional team and contributing to problem design, project planning, data collection and handling, and analysis and

Knowledge and understanding requirements

1. The role of data in the context of the digital world
2. How to identify and clarify business problems an organisation faces and reformulate them into data analysis problems
3. The context and value of business data, what data is about, what is in a dataset, how the values relate to each other, and how it is being used
4. The range of stakeholders within an organisation that may require interactions with data, and their motivations, including customer, manager, client, peer, technical and non-technical
5. How to capture data requirements for a piece of analysis
6. How to develop and maintain collaborative relationships within data project teams and stakeholders
7. How to select the data analysis methods to be used based on the type of data available, the nature of the business problems and the results required
8. The industry standard quantitative statistical analysis techniques and how to select these, including average, mean, mode, median, regression, correlation, variance, and frequency
9. The opportunities for applying machine learning algorithms, the

outcomes reporting with colleagues

main types available and how to select them

10. The legal and regulatory requirements, including those related to data protection, data security, intellectual property, data sharing and privacy
11. The ethical use of data including privacy during the whole cycle of data handling, processing, and analysis
12. The importance of and methods for data anonymisation to ensure privacy and Intellectual Property Rights (IPR) protection

Goal of work situation:

To prepare data and provide effective data quality assessment, identify potential data quality issues, cleanse, and standardise data ready for analysis in line with legislative, regulatory and organisational requirements.

Brief outline:

This is about individuals performing data quality assessments and conducting data quality verification, identifying quality issues including missing values, duplicate data, inconsistencies, and the implications of data quality for data analysis. This also involves conducting data cleaning of noisy, incomplete data or data with data quality issues using relevant tools and programming languages.

Performance requirements

1. Collating and formatting data to facilitate quality reviews and processing ready for analysis
2. Reshaping, restructuring, and combining datasets from various sources into required shape and format
3. Assessing data quality using data quality toolsets to determine whether there is missing data, input issues, inconsistencies, or patterns which suggest the data is not a rightful representation
4. Assessing the impact of the level of data quality on the data analysis requirements
5. Identifying the options to remediate data quality issues
6. Cleansing data to remove duplicates, typos, out of date data and other data defects
7. Transforming data to formats required for analysis using appropriate tools and techniques
8. Testing and assessing confidence in the data and its integrity
9. Documenting data quality activities, issues, and resolutions

Knowledge and understanding requirements

1. The fundamentals of data structures
2. The organisation's data architecture
3. Data formats and their importance for analysis management
4. How to collate and format data in line with industry standards
5. Common data transformations including merging or appending data sources
6. Software tools for data transformation
7. The range of common data quality issues that can arise including misclassification, duplicate entries, spelling errors, obsolete data, compliance issues and interpretation of meaning
8. The tools used to identify data quality issues
9. The basic statistical methods and simple data modelling used to extract relevant data and normalise unstructured data
10. The approaches used to deal with data quality issues
11. How to avoid data quality issues in the future
12. The different methods of validating data and the importance of taking corrective action
13. The legal and regulatory requirements including Data Protection, Data Security, Intellectual Property Rights (IPR), Data sharing,

marketing consent, personal data definition

14. The ethical use of data

Goal of work situation:

To present insights to stakeholders utilising easy to understand narratives and visual data summaries that illustrate and support the insights in line with organisational requirements.

Brief outline:

This is about individuals identifying appropriate visualisation tools based on the data context to present and communicate insights in a form that is tailored to meet audience needs.

Performance requirements

1. Identifying visualisation and reporting deliverables from the data analysis requirements specification
2. Selecting visualisation tools to convey the data outcomes effectively
3. Designing visualisations with relevant delivery media using relevant design tools
4. Creating graphical visualisations of data to support easy and accessible interpretation using visualisation tools
5. Presenting analysis outcomes through storytelling supported by related data visualisations to build key messages
6. Producing standardised reports and dashboards, automating these as appropriate
7. Producing reports and technical documentation
8. Delivering verbal in-person presentations, reports, non-narrative visuals, in progress meetings or emails
9. Documenting assumptions, methods and tools used to visualise data in a way they can be referenced by colleagues in future
10. Documenting visualisation solution outcomes and identify the implications of data insights, providing recommendations and next steps

Knowledge and understanding requirements

1. The main types of data visualisation including column, line, pie and bar charts, election donuts, area charts, scatter plots, choropleth and symbol maps and locator maps
2. How to select the most appropriate visualisation methods for specific datasets
3. Different delivery media including website, physicalising and infographic
4. How to design data visualisations to meet requirements
5. The industry standard tools and techniques used to visualise data
6. The common patterns found in real-world data
7. How to use data to create an engaging, informative, and compelling story
8. Communication methods, formats, and techniques, including written, verbal, non-verbal, presentation, email, conversation, audience and active listening
9. Communication tools and technologies for collaborative working and sharing data visualisations and data insights
10. How to communicate results through basic narrative
11. The different ways of communicating meaning from data in line with audience requirements

12. How to produce clear and consistent technical documentation using standard organisational templates
13. How to tailor and explain data and results to different audiences in a way that aids understanding and that is meaningful for decision making
14. The key performance indicators (KPI) used as metrics on data outcomes, including reducing costs and improving the speed of decision making



Additional Work Situations

The following work situation is additional and may be undertaken by apprentices if they choose. This work situation is not compulsory

Implementing machine learning models.....23-24

Goal of work situation:

To select and implement machine learning models from machine learning libraries and use available data to train and validate models and assess model performance in line with organisational requirements.

Brief outline:

This is about individuals selecting and applying machine learning techniques to extract information from data. This involves using available data sets and business problems to select appropriate machine learning algorithms and apply these techniques to the data sets to solve problems. It also involves deploying models into production environments to provide predictive analytics and decision support.

Performance requirements

1. Identifying business data problems and specifying them as machine learning tasks
2. Defining evaluation strategies to assess how well machine learning models will perform and improve over time
3. Evaluating potential machine learning methods, and selecting and implementing best fit machine learning algorithms
4. Loading training datasets and producing machine learning models using industry standard software tools
5. Designing and running machine learning experiments to evaluate and validate machine learning models
6. Evaluating, baselining, and tuning machine learning models
7. Selecting and validating data sets for analysis
8. Using software tools to implement machine learning models into production environments
9. Developing strategies for model improvement and improvements to data and retraining
10. Documenting the workings of adopted machine learning methods

Knowledge and understanding requirements

1. The purpose, applications, and key features of machine learning
2. The main approaches to machine learning including supervised, unsupervised, and reinforced learning
3. Machine learning methods for information search, image recognition, decision support and classification
4. How to formulate machine learning problems
5. How to conduct data exploration to determine the machine learning categories of classification, clustering, regression and ranking that best solves given data problems
6. The role of statistics in machine learning including the main statistical paradigms (regression, time series, dimensionality, clusters) and probabilistic representations (causal networks, Bayesian analysis, Markov nets)
7. How to select and apply different machine learning techniques to solve data problems
8. The importance of good quality data and feature selection in effective machine learning
9. How to train and validate machine learning models

10. The limitations of machine learning algorithms
11. The industry standard tools used in machine learning
12. What is meant by Artificial Intelligence (AI)
13. How to apply machine learning for predictive analytics
14. How machine learning algorithms can automate complex time-consuming data analysis activities, improving organisational efficiency, reducing costs, and mitigating risks

The relationship between meta-skills and work situations

Work situation	Meta skills Alignment											
	Adapting	Collaborating	Communicating	Creativity	Critical thinking	Curiosity	Feeling	Focussing	Initiative	Integrity	Leading	Sense making
Applying methods and principles of project management	✓	✓	✓		✓			✓		✓		
Supporting digital business transformation	✓		✓		✓			✓				
Developing meta-skills and personal professionalism	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Analysing data	✓	✓	✓	✓	✓	✓		✓	✓			✓
Implementing machine learning models					✓	✓			✓			
Locating and accessing data sources					✓	✓		✓		✓		✓
Managing data assets					✓			✓		✓		
Planning data analysis					✓	✓		✓		✓		✓
Transforming data for analysis					✓			✓		✓		✓
Visualising and communicating data	✓		✓	✓							✓	✓

The table above indicates where there are opportunities to develop and evidence meta-skills in each work situation within the occupation profile. Please note, this information is for guidance, and indicates where meta-skills are explicit rather than an exhaustive list. There may be opportunities for individuals to develop and evidence other meta-skills when carrying out their role.

The relationship between National Occupational Standards and work situations

The table below indicates where there are links between National Occupational Standards and each work situation within the occupation profile.

Work situation	National Occupational Standards Alignment			
Applying methods and principles of project management	<ul style="list-style-type: none"> Project management suite Engineering and Manufacturing suite 4 Engineering Leadership and Manufacture suite 4 Industrial Design Suite 	<ul style="list-style-type: none"> Maintain IT project-based documentation TECIS30131 Initiate an IT project TECIS30141 Develop an IT project management plan TECIS30142 	<ul style="list-style-type: none"> Monitor and control the delivery of an IT project TECIS30143 Close and review an IT project TECIS30144 Manage risks in an IT project TECIS30145 	
Supporting digital business transformation	<ul style="list-style-type: none"> Carry out business process design and improvement assignments ESKITP2024.03 	<ul style="list-style-type: none"> Assist in the design, implementation and maintenance of change management plans and assignments ESKITP2034.03 	<ul style="list-style-type: none"> Use safe and secure practices when working with digital systems ESKITU040 	
Developing meta-skills and personal professionalism	<ul style="list-style-type: none"> Business and Administration suite Management and Leadership suite 			
Analysing data	<ul style="list-style-type: none"> Assist in Delivering Routine Data Analysis Studies ESKITP802301 	<ul style="list-style-type: none"> Design and Implement Data Analysis Studies ESKITP802401 	<ul style="list-style-type: none"> Assist in Delivering Data Driven Business Insights ESKITP803301 	
Implementing machine learning models	<ul style="list-style-type: none"> Assist in developing and validating machine learning solutions TECIS805301 	<ul style="list-style-type: none"> Develop and validate machine learning solutions TECIS805401 	<ul style="list-style-type: none"> Assist in the deployment of artificial intelligence solutions TECIS804301 	
Locating and accessing data sources	<ul style="list-style-type: none"> Assist in Delivering the Data Management Infrastructure to Support Data Analysis and Reporting ESKITP801301 	<ul style="list-style-type: none"> Deliver Data Management Infrastructure Projects to Support Data Analysis and Reporting ESKITP801401 	<ul style="list-style-type: none"> Assist in Delivering Routine Data Analysis Studies Design and Implement Data Analysis Studies ESKITP802401 	
Managing data assets	<ul style="list-style-type: none"> Data Design Level 3 role ESKITP4053 Data Design Level 4 role ESKITP4054 Develop data models of proposed solutions ESKITP2085.04 	<ul style="list-style-type: none"> Assist in Delivering the Data Management Infrastructure to Support Data Analysis and Reporting ESKITP801301 	<ul style="list-style-type: none"> Deliver Data Management Infrastructure Projects to Support Data Analysis and Reporting ESKITP801401 	
Planning data analysis	<ul style="list-style-type: none"> Assist in Delivering Routine Data Analysis Studies ESKITP802301 	<ul style="list-style-type: none"> Design and Implement Data Analysis Studies ESKITP802401 	<ul style="list-style-type: none"> Assist in Delivering Data Driven Business Insights ESKITP803301 	
Transforming data for analysis	<ul style="list-style-type: none"> Assist in Delivering the Data Management Infrastructure to Support Data Analysis and Reporting ESKITP801301 Assist in Delivering Data Driven Business Insights ESKITP803301 	<ul style="list-style-type: none"> Assist in Delivering Routine Data Analysis Studies ESKITP802301 Design and Implement Data Analysis Studies ESKITP802401 	<ul style="list-style-type: none"> Deliver Data Management Infrastructure Projects to Support Data Analysis and Reporting ESKITP801401 	
Visualising and communicating data	<ul style="list-style-type: none"> Assist in developing data visualisations TECIS806301 	<ul style="list-style-type: none"> Develop and communicate data visualisations TECIS806401 		