Ke-Cheng Hsu (Clio)
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Hiring Team
The Hong Kong Jockey Club — Membership and Customer Excellence
Re: Manager, Business Planning and Analytics (Requisition ID 5508)

Dear Hiring Team,

I am writing to apply for the Manager, Business Planning and Analytics role in the Membership and Customer Excellence Division (Requisition ID 5508). I am a Ph.D. candidate in Economics at HKUST, expected to graduate in June 2027 (and able to finish earlier if helpful), with an MPhil in Economics and a BSc in Mathematics and Economics from the same university. I am a Hong Kong permanent resident with the right to work in Hong Kong, a native Mandarin speaker, and professionally fluent in English. This role appeals to me because it brings together the things I enjoy most in analytical work: reliable data, clear metrics, and analysis that directly supports business planning across teams.

The posting asks for accurate data management, statistical analysis against key metrics, stakeholder support for planning decisions, KPI tracking, and ideas to improve analytics processes. That closely matches how I work today. In a large e-commerce project, I manage related tables of orders, products, and insurance: I join them on shared keys, check data quality, and run a clear transform pipeline so the data are ready for analysis. I then produce charts and short written summaries for decision-makers on fixed deadlines. In a retail project with coauthors, I clean and reshape large point-of-sale files into usable panels and report what the numbers imply for the next step. I work mainly in Python, R, and Excel (with C++ when speed matters), including cloud storage on AWS, and I take care to explain results in plain language so non-technical colleagues can act on them.

Through graduate research since 2020, I bring more than five years of continuous, hands-on analytics experience: keeping large datasets accurate, transforming them for analysis, tracking performance measures, and writing for non-specialists under deadlines. I learn new industry settings quickly, and I am genuinely keen to understand the Club's membership, racing, and customer operations carefully and responsibly, and to contribute ideas that improve how analytics supports the Division's planning.

I would welcome the chance to discuss how I can support the team. My CV is attached; thank you very much for your consideration.

Sincerely,

Ke-Cheng Hsu (Clio)