Ke-Cheng Hsu (Clio)
Ph.D. Candidate, Department of Economics, HKUST
(852) 6840 9753 | khsu@connect.ust.hk
cliohsu1997.github.io | github.com/cliohsu1997

16 November 2026

Hiring Team
Williams Lea (Hong Kong) Ltd
Re: Data Analyst (Banking)

Dear Hiring Team,

I am writing to apply for the Data Analyst (Banking) position at Williams Lea. I am a Ph.D. candidate in Economics at HKUST (expected June 2027; available as early as February 2027), a Hong Kong permanent resident with the right to work in Hong Kong, a native Mandarin speaker, and professionally fluent in English. Your posting describes a banking MI role: automate management-information reports with Python and/or Excel macros; work with sales to design tracking reports for sales performance and campaign results; support finance tasks such as reconciliation and accruals; analyse market and macro trends against business performance; handle ad-hoc data requests; and optionally help with Power BI dashboards. That is the mix of automation, stakeholder work, and careful reporting I want to do.

I already automate recurring analysis in Python and Excel. In my sole-authored job market paper on Taobao apparel return policy, I wrote scripts to consolidate multi-source transaction files, validate that orders, prices, insurance, and returns line up, and refresh performance tables and charts without rebuilding everything by hand—the same problem as turning raw banking extracts into stable MI packs. I am comfortable with Excel formulas, pivots, and structured workbooks for consolidation, and I use PowerPoint to present findings with graphs. I have not yet rolled out Power BI in production; I am a quick starter on new BI tools and would welcome supporting the adoption project once it expands.

The sales- and performance-tracking side matches how I turn numbers into decision packs. I built scenario comparisons of policy outcomes on revenue, profit, and related metrics, and wrote short notes so non-specialists could see what moved and why (for example, a moderate restocking-fee menu raises social welfare by about 2 million RMB, roughly a 5% gain, and seller profit by about 1.2 million RMB relative to status-quo policies). With Professors Kohei Kawaguchi and Kei Kawai, I delivered weekly monitoring figures and brief written updates from large point-of-sale panels on a fixed deadline—close to recurring sales/campaign tracking reports. Earlier interbank-crisis modelling trained me to reconcile balances and exposures across accounts, which transfers to finance reconciliation and careful accruals-style checking.

I work well with stakeholders and under time pressure. As a lecturer and teaching assistant at HKUST (4.53/5 and 4.72/5), and as Teaching Assistant Coordinator in the Business School, I gather inputs from different people, prepare presentation decks, and keep deliverables detailed and on schedule. Academically I bring a strong quantitative base (B.Sc. Mathematics and Economics with Actuarial Mathematics minor, CGA 3.9/4.3 and Academic Achievement Medal, top 1%; M.Phil. CGA 4.1/4.3) and I learn new banking MI conventions quickly. My resume is attached. Thank you for your consideration.

Sincerely,

Ke-Cheng Hsu (Clio)