

# William Crombie

## Data Analyst - Evidence & Insights

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To:

Joseph De Lima  
Data & Analytics Team  
ASB Bank

Kia Ora Joseph,

I am writing in response to the opening for the Insights Analyst position, which I believe may report to you. I was excited to hear that there was an opening within your team, as I have heard nothing but great things from Mitchell Rawlings, who referred me to this position. My quantitative skills and experience are a great match for the role, so I happily accepted his referral.

I am excited to bring my deep knowledge of statistics, analysis and programming into the world of banking. My SQL, python, data manipulation, visualisation, research and report writing abilities would enable me to draw simple key insights from complex data sources. My ideal role would be exploring a collection of large datasets to answer pressing business questions.

I have been awarded multiple academic scholarships & awards during my studies which shows my ability to pick up and learn complex subject matter. This is important as an analyst needs to understand the context and details behind the datasets to provide insights that are meaningful to the business. You can be confident that I will hit the ground running and build my understanding of the banking system from day one. In my current role, I have learned a lot about the construction sector and can give my findings confidently to a range of expert stakeholders. In one instance, I became a project lead for an entirely new line of work that spun out of my analysis.

It is great to see from the role description that ASB places such a strong emphasis on customer experience and company values. Having experience in the public service means I proudly uphold the ASB values of ***Integrity, Caring, Passion, Courage and United***. Having transitioned from being a research chemist to a successful data consultant, I identify strongly with the ***Learn it all over know it all*** role value as well. Mitch and I are well and truly a part of the 'Learn to code' generation.

I'd be thrilled to come and talk to you and your team about the impact I could make as an Insights Analyst. Feel free to contact me anytime using the details above, I look forward to hearing from you soon.

Have a happy and safe holiday break.  
Kind Regards,  
William Cameron Crombie