

# Brandon Harris

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## Education

### San Jose State University

Bachelor of Science in **Business Administration, Management Information Systems, Expected May 2026**

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## Projects

### U.S. Health Insurance Data Analysis (Python)

March 2025 - May 2025

San José State University - San Jose, CA

- Performed statistical analysis on U.S. health insurance data, employing hypothesis testing and T-tests to assess the impact of BMI, age, and dependents on insurance charges.
- Identified an average insurance cost of \$13,270; established statistically significant BMI variation across age cohorts.
- Co-authored a comprehensive report presenting data-driven insights into demographic and behavioral cost determinants.

### Netflix Competitive Strategy & Industry Analysis

January 2025

San José State University - San Jose, CA

- Analyzed streaming data from 230M+ Netflix subscribers across 190 countries, identifying regional growth patterns and market penetration opportunities in emerging markets like India and Latin America.
- Articulated industry metrics to quantify Netflix's \$17B+ annual investment in original content, demonstrating its measurable impact on the decline of traditional cable subscriptions and rise of on-demand consumption.
- Forecasted streaming market growth by evaluating AI-driven personalization, VR/AR adoption and platform consolidation, projecting an 8-10% annual increase in global engagement based on industry data trends.

### Business Systems Proposal for Keoni Learning & Assessment

February 2025 - May 2025

San José State University - San Jose, CA

- Analyzed operational inefficiencies across scheduling, payment processing, and communication systems, identifying 100% manual workflows as a key barrier to scalability and customer satisfaction.
- Proposed a digital transformation strategy leveraging automation to streamline payments, reduce scheduling errors, and enhance parent communication for higher operational accuracy and customer satisfaction.
- Coordinated a five-member project team to design a scalable business information system projected to cut administrative time by 40% and increase payment compliance rates.

## Work Experience

### Account Manager

Unit 7 Sales and Marketing, Irvine CA

May 2022 – January 2023

- Managed client relationships, ensuring satisfaction and addressing concerns.
- Coordinated projects to meet client needs, monitored account performance, and provided regular updates.
- Identified opportunities for additional services to enhance client experience and support business growth.

### Activities

Student Athlete

January 2023 - May 2025

Member, Management Information Systems Association (**MISA**)

Aug 2025 - Present

