

# Priyam Somani

Portfolio



# Introduction

## **About me**

I'm Priyam Somani, a Marketing and Business Analytics professional currently pursuing my Master's at the University of Pittsburgh's Katz Graduate School of Business. I'm passionate about leveraging data to craft creative and actionable marketing strategies that drive brand visibility and customer engagement. From sustainability campaigns to competitive pricing strategies, I thrive on using insights to tell compelling stories and foster growth.

## **Personal projects**

In my journey as a marketing and business analytics professional, I've led and contributed to a range of data-driven projects that merge strategic thinking with creative execution. For People's Gas, I designed campaign dashboards and created visually engaging outreach materials to support data center marketing and sustainability messaging, aligning closely with infrastructure and ESG goals. During my time with DMI Industries, I built a customer feedback website and Power BI dashboards to identify user pain points, resulting in higher engagement and improved product positioning. At Jai Udit Suitings, I developed and managed a performance-focused website and implemented CRM-driven segmentation strategies to boost customer acquisition and campaign ROI. I also crafted corporate pitch decks and promotional assets during the University of Pittsburgh Bridge Program, enhancing sponsorship outreach. These client-focused and self-initiated projects reflect my ability to turn insights into actionable strategies, and data into compelling narratives—skills central to both marketing and business analyst roles.





# Education



University of Pittsburgh

2023 – 2025 (3.78/4)

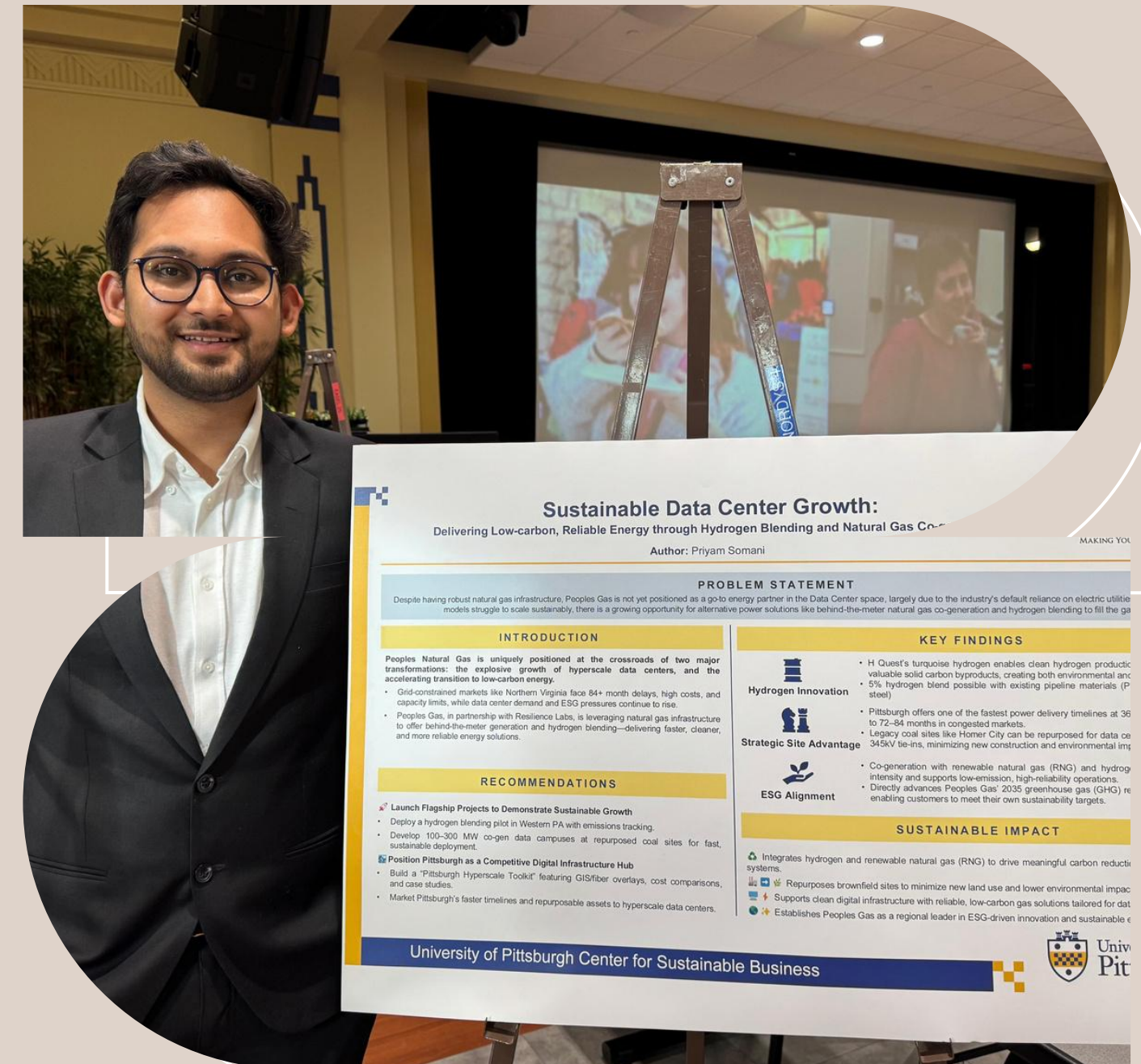
Coursework covers data-driven marketing, predictive modeling, digital analytics, market research, and business insights, equipping me to tackle modern marketing challenges with an analytical mindset.



Christ (Deemed to be University)

2017 – 2020 (3.45/4)

Focused on foundational analytics, consumer behavior, data visualization (Tableau), and programming (SQL, R), building a strong base in data-driven decision-making.






# Professional Projects

## Peoples Natural Gas

## Bridge Program

## Website Links

### IS YOUR DATA CENTER CONSIDERING PITTSBURGH?



#### THE ADVANTAGES OF PITTSBURGH

- Abundant natural gas and industrial water supply
- Lower land costs and fastest deployment lead time in the U.S. (~36 months)
- Redevelopment-ready coal sites with existing power infrastructure


#### LOWER TOTAL COST OF OWNERSHIP

- Among the lowest delivered energy rates in the PJM region
- Stable pricing with long-term hydrogen blending support
- Flexible design for phased expansion and variable load profiles
- Advanced leak detection and security-first monitoring systems

#### DIRECT ACCESS TO

- On-site and contract-based hydrogen & RNG supply
- Major fiber backbone connections (Verizon, Comcast, Everstream)
- Climate resilience: No hurricanes, wildfires, or seismic threats

SCALE YOUR DATA CENTER WITH PEOPLES NATURAL GAS



### BUILD SMARTER. BUILD IN PITTSBURGH.



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### Super Analytics Challenge 2025: University Participation Invitation

Pitt Business University of Pittsburgh Innovation Institute

#### ABOUT

The Super Analytics Challenge (SAC) is a prestigious case competition designed to tackle real-world social challenges through data-driven solutions. SAC brings together top students, universities, and industry experts to collaborate on pressing societal issues, promoting innovation and actionable outcomes. Participants engage in a rigorous process of data analysis, problem-solving, and presentation, all while competing for recognition and opportunities.

**Why Participate?**

By participating in SAC, universities provide their students with invaluable experience in tackling complex, real-world problems. The competition fosters collaboration between academia, industry, and non-profits, offering participants the chance to make a tangible impact on communities. Additionally, SAC enhances the university's brand visibility, strengthens research collaborations, and positions students for success in the data-driven job market.

Participating in SAC not only elevates your institution's reputation but also contributes directly to societal good, making it a valuable opportunity for any forward-thinking university.

#### WHY PARTICIPATE?

- Brand Visibility**  
Gain recognition as a leading institution in data analytics and innovation by showcasing your university's successes through media coverage and academic publications.
- Research and Collaboration**  
Strengthen your research initiatives by forming new partnerships with NGOs and industry leaders, opening doors to collaborative projects and funding opportunities.
- Student Development**  
Provide your students with opportunities to work alongside industry professionals, enhancing their academic and professional trajectories.
- Community Impact**  
Align your university's mission with meaningful, real-world change by participating in a challenge that prioritizes social responsibility and actionable solutions.

**Join Us in Making a Difference!**  
Take the next step in advancing your university's mission and positioning your students for success in a data-driven world. Contact us today to learn more about how your university can benefit from participating in the Super Analytics Challenge.

 University of Pittsburgh  
Katz Business School

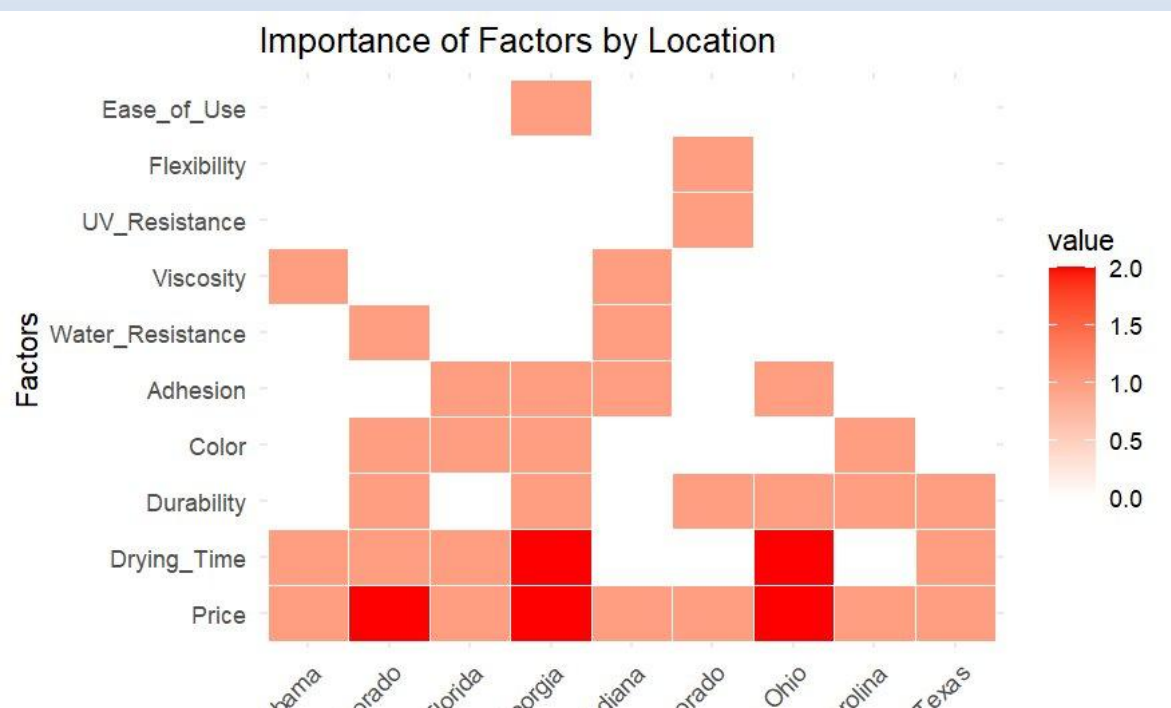
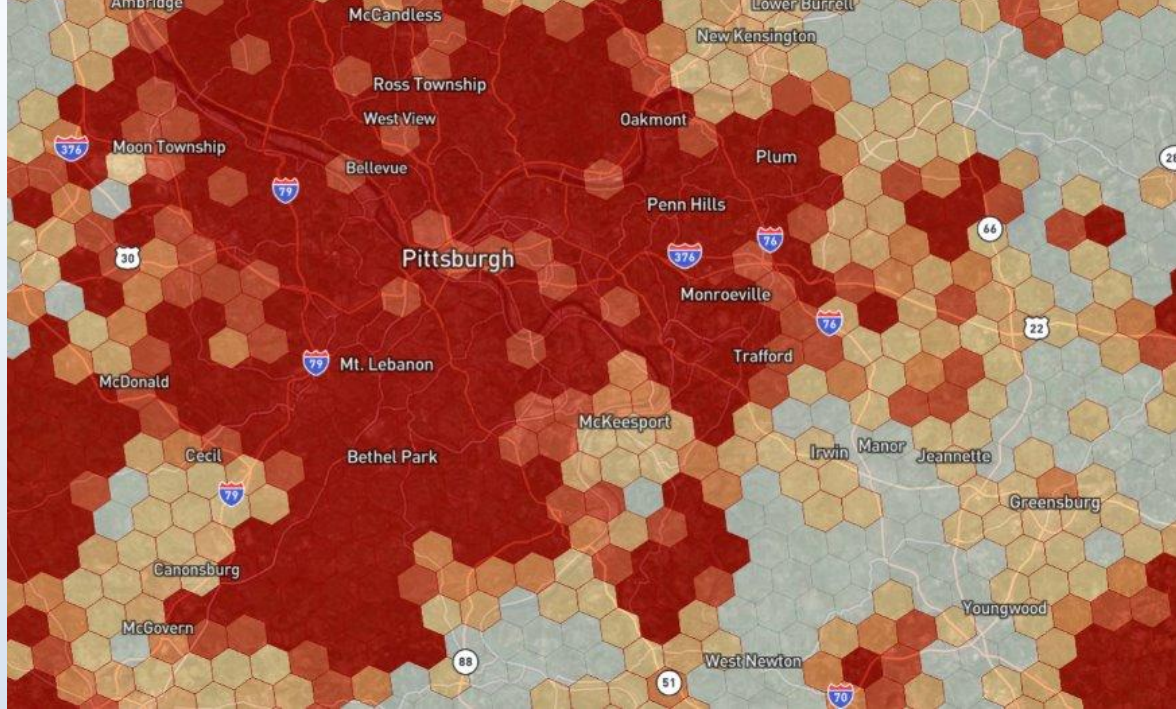
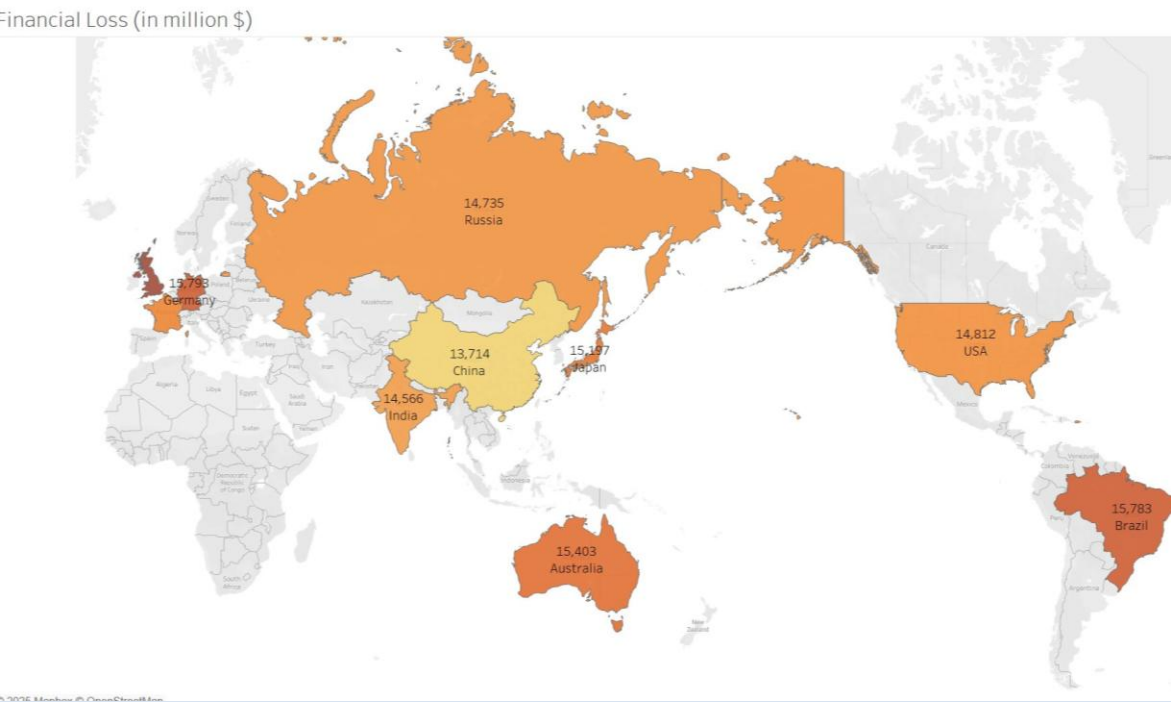


 [business.pitt.edu/katzimpact-super-analytics-challenge/](https://business.pitt.edu/katzimpact-super-analytics-challenge/)

[somanifabric.com](https://somanifabric.com)

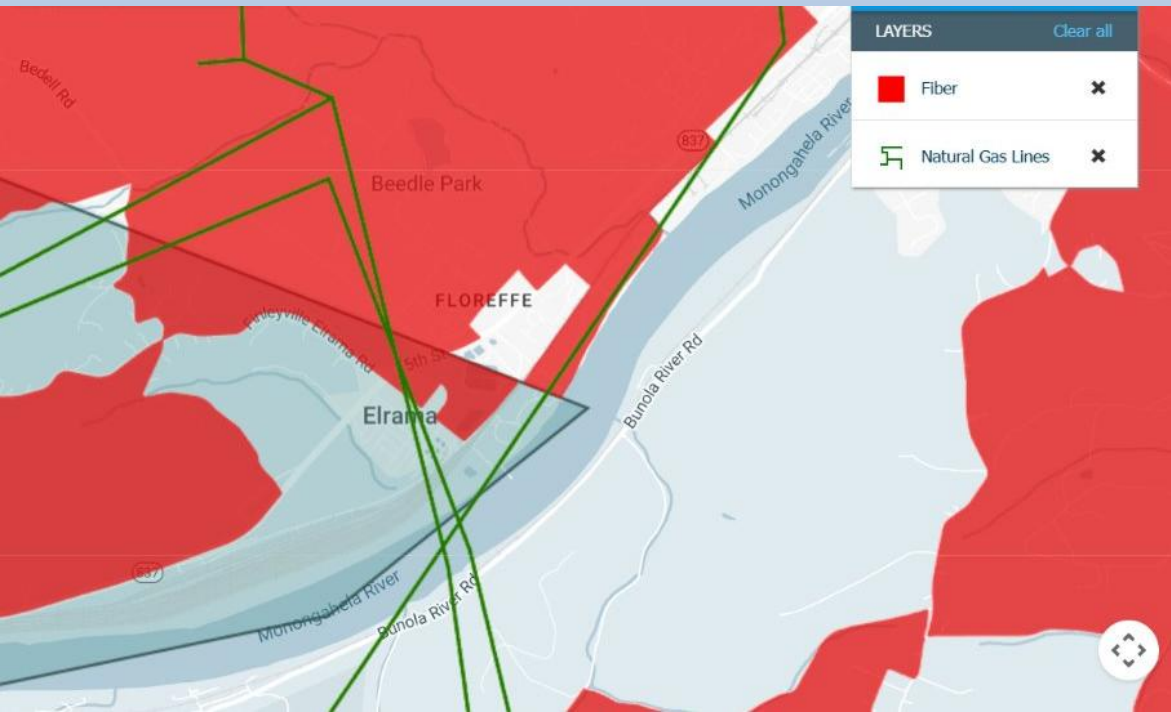
[Ductmateindustries.ai](https://ductmateindustries.ai)





loudness	speechiness	tempo	valence	playlist_genre_edm	playlist_genre_latino	playlist_genre_rock
-0.36	0.03	-0.11	-0.02	-0.20	0.07	-0.03
0.03	0.18	-0.18	0.33	0.00	0.17	-0.03
-0.12	-0.09	0.00	-0.03	-0.03	-0.06	-0.06
0.68	-0.03	0.15	0.15	0.27	0.02	0.01
-0.15	-0.10	0.02	-0.18	0.28	-0.08	-0.03
0.08	0.06	0.02	-0.02	0.07	-0.03	-0.04
1.00	0.01	0.09	0.05	0.21	0.07	0.06
0.01	1.00	0.04	0.06	-0.10	-0.02	-0.15
0.09	0.04	1.00	-0.03	0.09	-0.04	0.00
0.05	0.06	-0.03	1.00	-0.22	0.18	-0.03
0.21	-0.10	0.09	-0.22	1.00	-0.20	-0.23
0.07	-0.02	-0.04	0.18	-0.20	1.00	-0.19
0.06	-0.15	0.00	-0.01	-0.21	-0.19	1.00
-0.17	0.04	-0.11	0.04	-0.21	-0.19	-0.20
-0.05	0.41	0.00	-0.01	-0.22	-0.20	-0.23
-0.12	-0.21	0.06	0.05	-0.20	-0.18	-0.19
0.08	-0.01	0.00	0.05	-0.14	0.07	0.10

Work Sample – Client and Personal Projects



Somani Fabric

Discover Quality Textiles

Our Story

Who We Are

Somani Fabric is a renowned business dedicated to supplying high-quality textiles to meet all your creative needs. With a focus on premium fabrics and a commitment to customer satisfaction, we aim to be your go-to source for top-notch materials that inspire beautiful designs and lasting creations.



CERTIFICATES ACHIEVED

LinkedIn Learning

Generative AI for Digital Marketers

Course completed by Priyam Somani  
Jun 24, 2025 at 10:21PM UTC

Top skills covered

Digital MarketingGenerative AI for MarketingGenerative AI Tools

  
Head of Global Content, Learning



Program: PMI® Registered Education Provider

Provider ID: #4202

Activity #: 43113AC7P

PDU/CertificatHours: 0.25

Certificate ID: 5d8c9e55b443d336975cb325a45bda9f95a4532e4236a21233b5444691



Congratulations!



Google Analytics Certification

Completed by Priyam Somani on October 28, 2023

Congratulations, you are now certified in Google Analytics.  
Completion ID: 221002611 Expires: October 28, 2024


LinkedIn Learning

Excel with Copilot: AI-Driven Data Analysis

Course completed by Priyam Somani  
Jun 25, 2025 at 01:29AM UTC

Top skills covered

Data AnalysisMicrosoft CopilotAI for Business Analysis

  
Head of Global Content, Learning




Program: PMI® Registered Education Provider

Provider ID: #4202

Activity #: 4203FA7XZ

PDU/CertificatHours: 0.50

Certificate ID: cdb093a7e1d4467b70c32b36cab86cc834233c92071b222c07980949d531a





T.L. Saaty  
DECISION MAKING  
Hackathon

DECISION MAKING FOR LEADERS  
CERTIFICATE

PROUDLY PRESENTED TO

  
FOR SUCCESSFULLY COMPLETING THE  
4TH T.L. SAATY DECISION MAKING HACKATHON:  
BIAS IN HEALTH AI USING AHP AND PYTHON  
APRIL 4 - 6, 2025

  
Eugene W. Anderson, Henry E. Haller Jr. Dean

  
Rozann W. Saaty, CDF President and CEO



University of  
Pittsburgh



CREATIVE DECISIONS  
FOUNDATION



LinkedIn Learning

SQL Essential Training

Course completed by Priyam Somani  
Jul 01, 2025 at 12:53AM UTC

Top skills covered

SQL


  
Head of Global Content, Learning




Instructional Delivery Method: QAS Self Study  
In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on a 50-minute hour.  
LinkedIn is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its web site: www.nasbaregistry.org

Field of Study: Computer Software & Applications  
Program: National Association of State Boards of Accountancy (NASBA)  
Registry ID: #140940  
Continuing Professional Education Credit (CPE): 7.80  
Certificate ID: 538c2e7a0ab9e8b18d887c7a20258cf901d763580a84316d5d775861a02236





CDP  
DISCLOSURE INSIGHT ACTION



CDSB  
Climate  
Disclosure  
Standards  
Board

CERTIFICATE OF COMPLETION

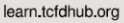
This is to certify that

Priyam Somani

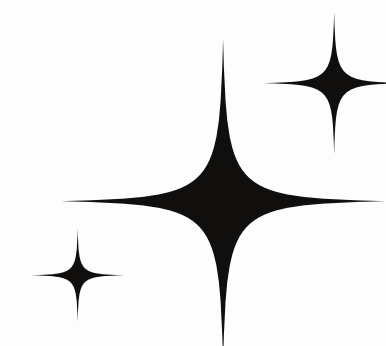
has successfully completed the course

Introduction to scenario analysis

February 18, 2025







# Let's work together

☎ 4124302670

✉ [prs226@pitt.edu](mailto:prs226@pitt.edu)

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MA - 02141

