Priyam Somani

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EDUCATION

Masters in **Marketing and Business Analytics**, University of Pittsburgh, Pittsburgh, PA **(GPA: 3.78 / 4)**   Aug 2023 - May 2025

Coursework: Business Analytics, Applied Simulation, DBMS, Market Research, Data visualization, Marketing management

Bachelors in Business Administration (**Business Analytics**), Christ University, India **(GPA: 3.45/4)**   July 2017 - July 2020

Coursework: SQL, R, Python, Tableau, Excel, SPSS, Power BI, Predictive Modeling, Consumer Behavior, Business Strategy, Organizational Behavior.

PROFESSIONAL EXPERIENCE

People's Natural Gas, Essential Utilities | Business Analyst – Sustainability & Strategy | *Pittsburgh, PA*   Sep 2024 - June 2025

- Designed comprehensive rate structure optimization models by benchmarking Peoples Gas' industrial tariffs against key competitors, incorporating cost-of-service, margin analysis, and load profile segmentation. Identified pricing realignment opportunities projected to unlock $12M+ in annual incremental revenue and supported a portfolio-wide optimization plan with an estimated $400M+ potential annual impact.
- Led comparative market analysis of energy pricing, infrastructure, and regulatory frameworks, providing executive-ready insights that informed long-term data center market entry strategies valued at $250M+ in potential growth.
- Developed Excel- and Power BI–based KPI dashboards to monitor infrastructure investment performance, enabling real-time decision-making and optimizing capital deployment for multi-million-dollar projects.
- Conducted hydrogen blending feasibility studies integrating engineering, economic, and regulatory analyses, directly shaping corporate ESG and sustainability initiatives.

Ductmate Industries | Marketing & Research Analyst fellowship | *Pittsburgh, PA*   Sep 2024 - Nov 2024

- Collected and organized customer feedback to support documentation for AI configuration tools; delivered consolidated VOC summaries that informed contract parameters and market segmentation.
- Improved user experience through data-informed feature enhancements on a user-interactive webpage, contributing to a 15% increase in product inquiries and higher engagement from commercial clients.
- Extracted and analyzed product usage data using SQL to develop interactive dashboards to track KPIs and digital engagement metrics; replaced manual reporting workflows and enabled data-driven decision-making, saving 10+ hours per month for cross-functional teams.

University of Pittsburgh – Bridge Program | Strategy & Sponsorship Consultant | *Pittsburgh, PA*   July 2024 - Aug 2024

- Led end-to-end marketing and sponsorship strategy for the Bridge Program, securing brand partnerships and increasing program visibility; created tailored sales collateral, developed promotional campaigns, and built workflow automations that streamlined multi-channel outreach and improved engagement with prospective sponsors and student participants.

GuardAI – Himalayan Quantitative Solutions | Market Research Analyst Intern | *Pittsburgh, USA*   May 2024 - Aug 2024

- Conducted in-depth market segmentation and competitive benchmarking for GuardAI's B2B cybersecurity platform—identifying high-impact verticals, analyzing SEO and product feature gaps, and collaborating with marketing to develop LinkedIn campaign briefs and targeted content strategies, which contributed to an 18% increase in inbound engagement and informed the go-to-market roadmap.

Jai Udit Suitings Pvt Ltd | Marketing and Operations Analyst | *Rajasthan, India*   Aug 2020 – July 2023

- Managed and executed integrated organic and paid marketing campaigns across Instagram and LinkedIn to promote seasonal product lines and drive customer engagement—resulting in a 35% increase in online interactions and $150K+ in additional sales over 24 months.
- Developed and maintained marketing dashboards using Excel and Tableau to track KPIs such as impressions, CTR, CAC, and campaign ROI; insights guided leadership in pricing strategy and led to a 15% improvement in digital marketing efficiency.
- Led market research and regional performance analysis to support expansion strategy, identify customer segments, and improve merchandising efforts—enabling 20% regional market growth and enhanced alignment between sales and operations.
- Coordinated cross-functional workflows between marketing, operations, and sales teams to ensure timely delivery of campaigns and reporting; created standardized reporting templates, improving stakeholder communication and execution timelines.

Academic Competitions

BTC Data Visualization Competition (1st runner up)   April 2025
Katz Business School, Pittsburgh, Pennsylvania

- Analyzed a cybersecurity threats dataset of over 1M datapoints in a 30-minute challenge and developed a 3-slide executive presentation using data visualization to highlight key patterns, vulnerabilities, and prevention strategies through impactful visual storytelling.

TL Saaty Decision-Making Hackathon   April 2025
Katz Business School, Pittsburgh, Pennsylvania

- Developed a multi-criteria decision model that evaluated benefits, opportunities, costs, and risks, and translated the insights into a client-ready report presented to academic judges and industry experts, showcasing strong stakeholder communication skills.

SKILLS

Technical & Analytics: Advanced Excel, SQL, Tableau, Power BI, R, Python, Scenario Planning, CRM Systems, A/B Testing, Financial Modeling, Market Research, Predictive Modeling, Market Research, Microsoft Office Suite (Excel advanced, Access, Word, PowerPoint), Data Mining, Business Reporting, SPSS, PhStat

Operational Skills: Trade Reconciliation, Contract Management, Invoice Processing, Regulatory Reporting, Stakeholder Documentation, ESG Compliance, Master Data Management Analytical Thinking, Critical Thinking, Problem Solving, Stakeholder Management, Cost-Benefit Analysis, Risk Assessment, Strategic Planning

Certifications: SQL Essential Training (Microsoft, 2025), Excel with Copilot: AI-Driven Analysis (Microsoft, 2025), Google Analytics (Google, 2024), Generative AI for Digital Marketers (Microsoft, 2025), Scenario Analysis & Decision-Making (University of Pittsburgh, 2025), Saaty Decision-Making Hackathon Winner