Priyam Somani

412-430-2670 | priyam05somani@gmail.com | https://www.linkedin.com/in/priyam-somani/ | Cambridge, MA, USA

EDUCATION

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

Coursework: Consumer behavior, Business Analytics, 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 data-driven rate structure and financial modelling frameworks, benchmarking Peoples Gas against 3+ regional competitors; identified pricing adjustments with potential to unlock $12M+ in incremental annual revenue.
- Conducted geographic pricing access analysis across 5+ utilities to assess rate disparities and infrastructure readiness—supporting strategic positioning similar to provider network coverage modelling, contributing to $400M+ in potential annual revenue impact from improved commercial rate alignment.
- Developed and presented market entry strategy for hyperscale data centers by analyzing fiber connectivity, tax incentives, and energy infrastructure across Pittsburgh vs. Virginia, delivering executive-level SWOT analyses, regulatory insights, and strategic recommendations to C-suite leadership.
- Advanced competitive pricing strategy models, including clean energy fuels (RNG, hydrogen, turquoise hydrogen), evaluating positive/negative impacts on long-term O&M and infrastructure readiness.

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, building a sponsorship playbook and financial models that unlocked $50K+ in funding opportunities; created tailored sales collateral, and multi-channel promotional campaigns with workflow automations that improve outreach efficiency, engagement, and program visibility among sponsors and student participants.

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

- Conducted market segmentation and competitive benchmarking for GuardAI's B2B cybersecurity platform, uncovering high-potential customer verticals and product gaps; partnered with marketing teams to design LinkedIn campaign briefs and targeted content strategies, increasing inbound engagement by 18% and informing the go-to-market roadmap.

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

- Directed retail expansion and marketing strategy for a $3M+ annual revenue portfolio across B2B and D2C channels, launching integrated campaigns (Google Ads, influencer partnerships) that increased customer acquisition by 40% YOY and generated $150K+ in incremental sales.
- Developed and automated marketing dashboards in Excel and Tableau to track KPIs (CTR, CAC, ROI, impressions), uncovering insights that guided pricing strategy and improved digital marketing efficiency by 15%.
- Conducted market research, segmentation, and regional performance analysis to identify high-growth customer segments, optimize merchandising, and support expansion strategy—driving 20% regional market growth.
- Collaborated cross-functionally with marketing, operations, and sales teams to coordinate campaign execution and standardize reporting templates, reducing turnaround times and strengthening stakeholder communication.

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, 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