

# ANAUSHKA GOYAL

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Geospatial & Urban Analytics Specialist focused on using GIS and spatial modeling to support urban planning, land use analysis, and design-oriented decision-making. Experienced in turning complex geospatial data into scenario-based frameworks and accessible visualizations for planners, designers, and public-facing audiences.

## EDUCATION

### University of Pennsylvania

Expected May 2026

#### Master of City Planning, GPA: 3.86/4

Philadelphia, PA

- Witte Sakamoto Award (\$50,000) – Awarded to top first-year student for excellence in spatial analytics and applied research.
- Relevant Coursework – GIS Mapping (Vector & Raster), Land Use Modeling & Predictive Analysis, Quantitative Methods, Public Policy Analytics, Geospatial Datascience in Python, Deep Learning, Cloud Computing
- Dean's Merit Scholarship (\$30,000) – Merit-based scholarship recognizing academic excellence and leadership potential.
- Paideia Scholar Fellowship (\$7,000) – Fellowship supporting civic engagement and interdisciplinary public interest work.

### Sir J.J. College of Architecture, University of Mumbai

May 2017- Jun 2022

#### Bachelor of Architecture, CGPA: 8.46/10 (Design Dissertation: 9.6/10)

Mumbai, India

- Licensed Architect in India since 2023.
- Thesis nominated for Charles Correa Gold Medal; proposed circular solutions for textile waste.

## SKILLS

**GIS & Location Intelligence-** ArcGIS Pro, ArcGIS Online, QGIS, raster & vector analysis, spatial joins, geoprocessing, network & accessibility analysis, web mapping, spatial data management

**Data & Modeling-** R, Python (working), SQL (working), Excel, regression analysis, data cleaning, scenario-based analysis, 3D-GIS(QGIS)

**Design & BIM (Architectural Background)** – Revit (architectural modeling & documentation), AutoCAD

**Urban Planning & Early-Stage Analysis-** Zoning & land use analysis, demographic analysis, location context mapping, planning-focused GIS workflows

**Visualization & Communication-** Map design, cartography, data visualization, stakeholder-facing graphics, InDesign, PowerPoint

**Workflow & Collaboration** – GIS standards & templates, documentation, dataset structuring, cross-team coordination

## WORK EXPERIENCE

### University of Pennsylvania- Weitzman School of Design

Jun 2025- Present

#### Planning Data Research Associate

Philadelphia, PA

- Configured and managed multi-layer GIS workflows integrating enrollment, demographic, and neighborhood-scale datasets for 333 public schools to identify spatial drivers of closure risk and service gaps.
- Extracted, cleaned, and integrated multi-source geospatial datasets into a Python/GIS-based community engagement dashboard (in process), translating complex spatial relationships into public-facing visualizations for non-technical users.
- Producing 15+ client-facing GIS maps and visual summaries using ArcGIS to clearly communicate spatial patterns, accessibility, and neighborhood context to stakeholders.
- Translating complex spatial analysis into clear, decision-support deliverables, supporting public communication, and community engagement initiatives.

### Community Development Long Island

Jun 2025- Aug 2025

#### Real Estate and Development Intern

Long Island, NY

- Converted 266 legal text zoning ordinances across 106 municipalities into a single GIS-ready dataset for the Long Island Zoning Atlas.
- Structured and standardized spatial attributes to enable cross-county analysis across 13 counties, supporting comparison of development capacity, allowable density, and regulatory constraints.
- Applied Quality Assurance / Quality Control (QA/QC) procedures for attribute consistency and accuracy across jurisdictions.

### Urban Design Research Institute (UDRI)

Aug 2022- May 2024

#### Research Associate

Mumbai, India

- Conducted city-scale GIS analysis of 650+ public open spaces, integrating field data and spatial datasets to evaluate accessibility, service coverage, and spatial inequities.
- Built and maintained Mumbai's first standardized GIS database for public open spaces, supporting location-based analysis and data-driven policy decision-making.
- Produced a policy-facing analytical report translating spatial findings into actionable insights for governance stakeholders.
- Led GIS workflow documentation, data standards, and 10+ intern trainings ensuring consistency, reproducibility, and timely delivery of analytical outputs.

## LEADERSHIP AND EXTRACURRICULARS

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**Graduate Life Fellow** – Designed and executed programs attended by 25+ students per event to build graduate student cohesion.

**Wharton Weitzman Future of Cities Conference** – Spearheaded planning for a panel with cross-sector experts on public art and civic identity; facilitated student research exhibition.

## PUBLICATIONS

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- Goyal, A. et al. (2024). “A Digital Blueprint of Breathing Spaces in Mumbai.” The Journal of Public Space, 9(2), 31–54. Developed spatial analytics and visualization for publication in collaboration with UN-Habitat.

## ADVANCED GIS AND SPATIAL ANALYTICS EXPERIENCE (ACADEMIC)

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- **Emotional Geographies Spatial Analysis (2025, Witte Sakamoto Award)**: Built georeferenced spatial datasets from qualitative field surveys and layered them with urban form, land-use, and raster context data to identify spatial patterns, supporting early-stage design reasoning and place-based planning insights.
- **Urban Growth & Land-Use Modeling (2025, Charlotte MSA)**: Built spatial growth scenarios using GIS-based raster and vector modeling to simulate land-use change under alternative transit expansion futures, supporting early-phase masterplanning and infrastructure decision-making in the region.
- **Amenity-Aware Pedestrian Routing & Web Mapping (2025, Minneapolis)**: Developed a Python-based pedestrian network model using OpenStreetMap data (OSMnx, NetworkX), spatially assigned amenities to network edges, adjusted routing costs based on amenity density, and built an AI-assisted interactive website to visualize and compare shortest-distance and amenity-optimized routes.