



GEETANJALI DHOKE
business analyst

Enhancing Spatial Data Systems (Portfolio Case Study)

Company: Here Technologies

Project Title: Enhancing Spatial Data Systems

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Role: Spatial Data Specialist

Tools: GIS platforms, spatial databases, Python (GIS scripting), technical documentation tools

Project Overview:

At Here Technologies, I worked as a Spatial Data Specialist contributing to the enhancement of GIS applications that supported spatial data analysis and decision making.

The focus was on improving data models, visualization tools, and stakeholder understanding of geographic data.

Problem Statement:

Here Technologies required precise spatial data modeling and visualization tools to support business operations and client use cases.

Stakeholders needed easy-to-understand, scalable GIS solutions for real-world mapping and geographic interpretation.

Goals & KPIs:

- ✓ Develop and maintain GIS applications to improve spatial data workflows
- ✓ Increase accuracy and usability of geographic data models
- ✓ Improve turnaround time for client-facing spatial analysis by 40%
- ✓ Train internal teams on GIS tools and custom workflows

Approach & Methodology:

- ✓ Conducted detailed requirements gathering with stakeholders and cross-functional teams
- ✓ Designed and implemented spatial data models to represent geographic features more accurately
- ✓ Built GIS tools for internal users to analyze and visualize geospatial data
- ✓ Created technical documentation and training materials for users unfamiliar with GIS tools
- ✓ Actively participated in client discussions to explain location intelligence outputs

Challenges & Solutions:

- ✓ Challenge: Misalignment between business needs and existing GIS tools
Solution: Customized GIS applications to match specific operational use cases
- ✓ Challenge: Inconsistent spatial data quality and formats
Solution: Developed standardized spatial data models and validation checks
- ✓ Challenge: Low adoption of spatial tools among internal users
Solution: Delivered training sessions and created simplified user guides

Results & Business Impact:

- ✓ Improved accuracy and interpretability of spatial datasets
- ✓ 40% faster delivery of client-requested spatial insights
- ✓ Higher adoption rate of GIS tools internally
- ✓ Contributed to shaping the company's location intelligence strategy

Reflection & Learning:

- ✓ Gained strong foundation in spatial analytics and GIS-based problem-solving
- ✓ Strengthened ability to communicate technical spatial concepts to non-technical stakeholders
- ✓ Built user-centric mindset through tool development and iterative feedback

Stakeholder Feedback:

"Geetanjali played a crucial role in elevating our GIS capabilities. Her focus on accuracy and usability brought clarity to our geospatial insights."

— Senior Manager, Here Technologies