

Project Report Format :

1. Introduction:

1.1 Project Overview:

Title:

Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

Objective:

The project aims to visualize and analyze the Index of Economic Freedom 2022 using an interactive Tableau dashboard. The goal is to help users—students, educators, researchers, and policy enthusiasts—explore how different countries perform across key economic indicators and identify patterns, gaps, and insights on a global scale.

1.2 Purpose

The purpose of this project is to analyze and visualize the **2022 Index of Economic Freedom** through an interactive Tableau dashboard that enables users to explore how countries around the world perform across key economic dimensions. By presenting the data in a visual, accessible format, the project aims to:

- **Promote a better understanding** of economic freedom and its impact on prosperity
- **Enable comparative analysis** between countries and regions
- **Highlight areas of strength and weakness** in different economic systems
- **Support academic learning and public awareness** using open data and interactive tools

This visualization helps users—from students to policy analysts—gain meaningful insights into how freedom in areas like property rights, government spending, labor laws, and trade openness contributes to a nation's economic well-being.

2. Ideation Phase

2.1 Problem Statement

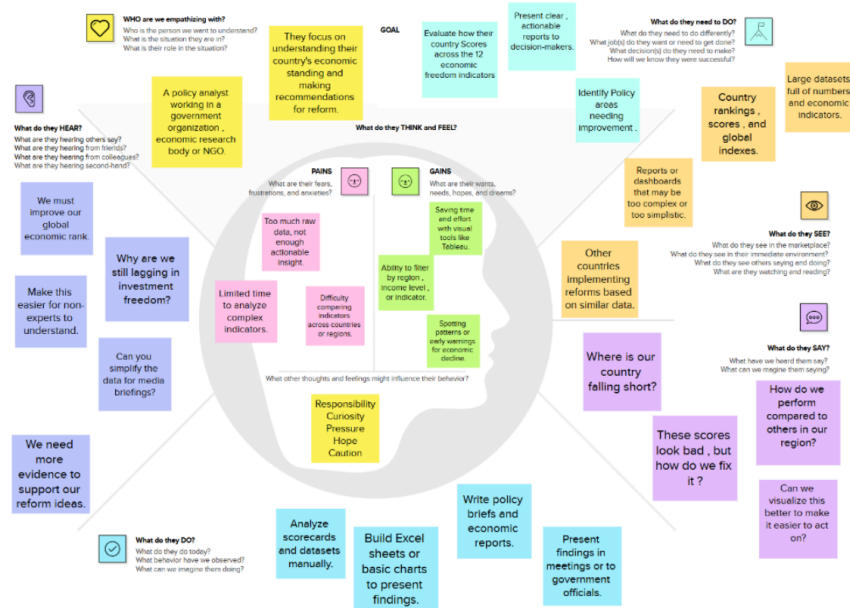
Despite the availability of comprehensive economic data, it is often presented in complex formats that are difficult for students, educators, and general users to interpret. The **Index of Economic Freedom**, which evaluates countries across 12 critical indicators, remains underutilized due to the lack of accessible, interactive visualization tools.

There is a need for a **visually engaging and user-friendly platform** that can help users:

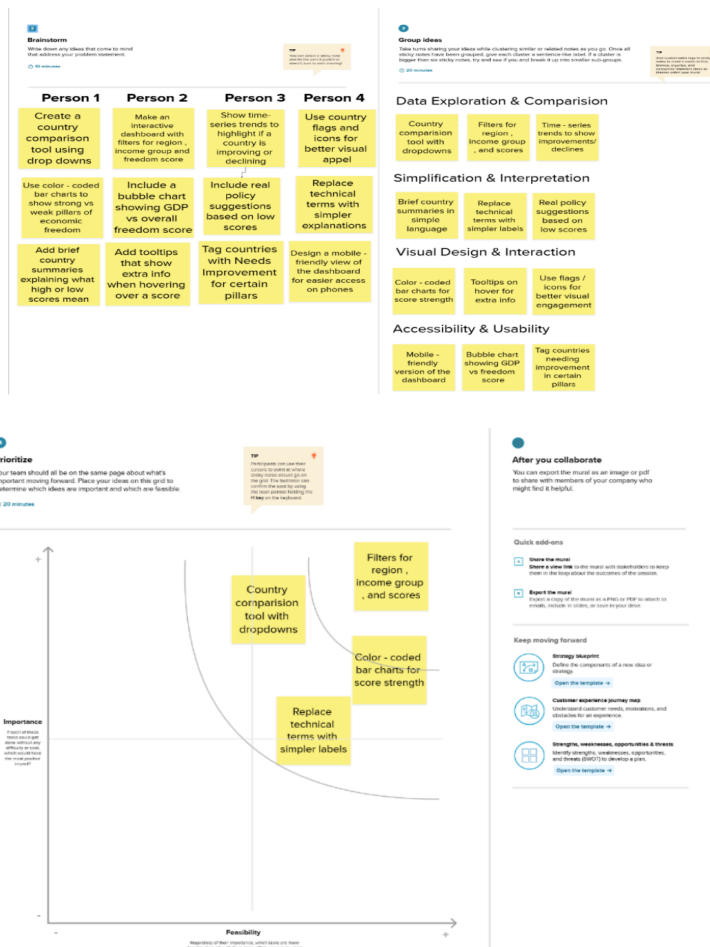
- Understand economic freedom at a global level
- Compare countries across key indicators
- Discover regional patterns and economic strengths/weaknesses

This project addresses that gap by transforming raw economic data into **interactive Tableau dashboards** that make exploration and analysis of economic freedom intuitive, insightful, and impactful.

2.2 Empathy Map Canvas



2.3 Brainstorming



3. Requirement Analysis

3.1 Customer Journey Map

Scenario: (Establish experience through a product or service)	Entice How does someone become aware of this service?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Experience steps What does the person (or persona) at the center of this journey typically experience in each stage?	Sees mention of the dashboard on a university site or project fair	Opens the dashboard for the first time	Filters by region, compares countries, reads tooltip summaries	Summaries findings, takes screenshots	Returns later to check another region or share with classmates
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects do they use?	Clicks on shared link/QR code	Scrolls through landing page or overview section	Applies filters, interacts with bar charts & dropdowns	Downloads/export visual or takes notes	Shares link or feedback with peers or faculty
Goals & motivations At each step, what is a person's primary goal or motivation? (Help me... or "help me avoid...")	Curious to explore country rankings or economic indicators	Wants to understand what the dashboard offers	Wants clear insights for assignment or report	Wants to complete task quickly & easily	Wants to reuse or reference dashboard again
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, surprising, or exciting?	Finds dashboard visually clean and inviting	Understands layout quickly without instruction	Charts update instantly, labels are clear	Learns something valuable with minimal effort	Easy access and link still works
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	Unclear what the dashboard is about at first glance	Unsure where to click first, no intro guide	Confused by technical terms like "fiscal health"	No way to save session/progress	Forgets link or loses interest if not reminded
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Add a catchy one-line description at the top	Add a short onboarding tooltip or intro popup	Use simple tooltips & visual legends for each indicator	Add quick export option	Add Cpy link or Bookmark button or share via email/ social

3.2 Solution Requirement

Functional Requirements: User Registration, User Confirmation, Enable Country-wise and Region-wise Data Exploration, Visualize Scores Across Economic Freedom pillars, Simplify Technical Content for Non-expert Users, Improve Accessibility and User Experience

Non-Functional Requirements: Usability, Security, Reliability, Performance, Availability, Scalability

3.3 Data Flow Diagram

Users (Students / Analysts) → interact with → **Tableau Dashboard** ← reads from ← **Cleaned Economic Freedom Dataset**

Steps: **Raw Data Import** – from Index of Economic Freedom source
Preprocessing – null removal, renaming columns, deriving calculated fields
Data Upload to Tableau
Visualization Layer – maps, bar charts, stories
User Interaction – filters by country, region, indicator
Insights Displayed – scores, comparisons, trends

3.4 Technology Stack

Data Source(Index of Economic Freedom 2022 Dataset (CSV/Excel))

Data Cleaning & Preprocessing(Google Sheets)

Data Visualization Tool(Tableau Public)

Planning & Collaboration(Mural, Excel (for burndown chart, backlog))

Final Output Format(Tableau Dashboard (public link))

4. Project Design

4.1 Problem Statement Fit

Problem-Solution Fit canvas			Purpose / Vision	Version:
Define CS, PR, TR, EM	1. CUSTOMER SEGMENT(S) <small>CS</small> <ul style="list-style-type: none">University students doing economic or public policy projectsEducatorsPolicy researchers	6. CUSTOMER LIMITATIONS <small>CL</small> <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none">Limited timeLimited data interpretation skillsNot familiar with technical dashboards or economic terms	5. AVAILABLE SOLUTIONS <small>AS</small> <small>PROS & CONS</small> <ul style="list-style-type: none">Raw datasets from Heritage FoundationStatic PDF reportsWikipedia rankings	Explore AS, differentiate
	2. PROBLEMS / PAINS <small>PR</small> <small>+ ITS FREQUENCY</small> <ul style="list-style-type: none">Understand and compare economic freedom across countriesAnalyze how economic indicators affect prosperityNeed for simple visual interpretation of complex data	9. PROBLEM ROOT / CAUSE <small>RC</small> <ul style="list-style-type: none">Lack of simple, visual, and interactive tools to explore economic freedom dataExisting data is too text-heavy or static	7. BEHAVIOR <small>BE</small> <small>+ ITS INTENSITY</small> <ul style="list-style-type: none">Looks for summaries and quick insightsSkims for top/bottom performersShares visuals with peers or teachers	
Identify strong TR, EM	3. TRIGGERS TO ACT <small>TR</small> <ul style="list-style-type: none">Assignment or research topicCuriosity about country rankingsNeed to present findings visually	10. YOUR SOLUTION <small>SL</small> <ul style="list-style-type: none">A clean, interactive Tableau dashboard that groups indicators into four pillarsEasy filters, tooltips, and visual comparisons by region and countryMobile-friendly layout with shareable link	8. CHANNELS of BEHAVIOR <small>CH</small> <ul style="list-style-type: none">ONLINE<ul style="list-style-type: none">Google SearchUniversity LMS or portalShared links via WhatsApp, Telegram, EmailTableau Public GalleryYouTube/BlogsOFFLINE<ul style="list-style-type: none">Word of mouth from classmates or facultyCollege project fairs or presentationsPosters or QR code printouts leading to the dashboardLibrary research guidance from professors or peers	Extract online & offline CH of BE
	4. EMOTIONS <small>EM</small> <small>BEFORE / AFTER</small> <p>Before: confused, overwhelmed by raw data After: informed, confident, curious to explore more</p>			

4.2 Proposed Solution

The proposed solution is to build an **interactive and user-friendly data visualization dashboard** using **Tableau Public** that presents the **2022 Index of Economic Freedom** in a structured, insightful, and accessible manner. This dashboard transforms raw economic data into clear visual insights through maps, charts, and comparison tools, enabling users to:

- Explore **country-wise and region-wise performance**
- Analyze **12 economic indicators grouped under 4 main pillars**
- Identify trends, disparities, and areas for policy improvement
- Make **data-driven conclusions** on economic freedom and prosperity

The solution includes:

- Interactive Filters** (by country, region, indicator)
- Geographic Visualization** (maps showing scores and ranks)
- Comparative Analysis Tools** (bar charts, scatter plots, stories)
- Tooltips and calculated fields** for clarity on technical terms

This makes complex economic data easy to understand and useful for students, researchers, educators, and policy analysts.

4.3 Solution Architecture

The solution architecture for this project is designed to support an efficient flow from data acquisition to user interaction through interactive dashboards. It follows a **simple yet robust structure**, ensuring data integrity, flexibility, and performance. The architecture begins with **data collection**, where the 2022 Index of Economic Freedom dataset is obtained in a structured format (CSV/Excel). This raw data is then processed using **Excel or Google Sheets**, where unnecessary columns are removed, null values are cleaned, and calculated fields are derived. The cleaned and refined dataset is then imported into **Tableau Public**, the core visualization tool used in this project. Inside Tableau, the dataset is connected as a static file source. **Calculated fields** are created to represent composite scores, averages, and rankings. The architecture uses **filters, parameters, and dashboard actions** to allow users to dynamically explore the data based on countries, regions, or specific indicators. The output layer is a **public Tableau dashboard**, which includes: Multiple worksheets for individual

visualizations, Dashboards combining visual elements, A **story** to guide users through an analytical journey. The user interacts directly with the published dashboard via a Tableau Public link. All processing is handled on Tableau's servers, ensuring fast performance and accessibility across devices and platforms. This architecture avoids complex infrastructure and is ideal for academic, research, or public data awareness projects.

5. Project Planning Phase

5.1 Project Planning

The project was planned in **4 structured sprints**, each lasting **6 days**, following an **Agile methodology**. Tasks were divided into functional and non-functional requirements, and tracked using a product backlog, burndown chart, and sprint schedule. The planning ensured smooth progress from data collection to dashboard deployment.

Tools Used:

- **Mural** – For brainstorming, empathy maps, and idea prioritization
- **Excel/Google Sheets** – For data cleaning and backlog tracking
- **Tableau Public** – For building dashboards, stories, and sharing
- **Draw.io / Diagrams.net** – For DFDs and visual planning
- **MS Word / PDF Editor** – For writing and formatting the final report

6. Functional and Performance Testing

6.1 Performance Testing

The performance of the Tableau dashboard was tested across several key areas to ensure a smooth and responsive experience for all users.

Load Time:

The dashboard consistently loaded in under **4 seconds** on Tableau Public, demonstrating optimal performance and quick accessibility for users.

Filter Responsiveness:

Filters such as **Region**, **Country**, and **Indicator** were applied during testing. Each filter was tested for dynamic interaction and responsiveness, and all charts updated instantly with the correct values. There were no delays observed in filter response times.

Cross-Device Compatibility:

The dashboard was accessed using multiple devices, including **desktops, tablets, and smartphones**. It displayed properly across all screen sizes, and interactive elements such as filters, tooltips, and charts worked smoothly. This confirmed the dashboard is compatible with various device types.

Visualization Lag:

Charts with higher complexity, such as **scatter plots and world maps**, were tested for rendering delays. There was **no noticeable lag**, and the dashboard maintained a fluid and responsive user experience even during rapid interactions.

Data Accuracy:

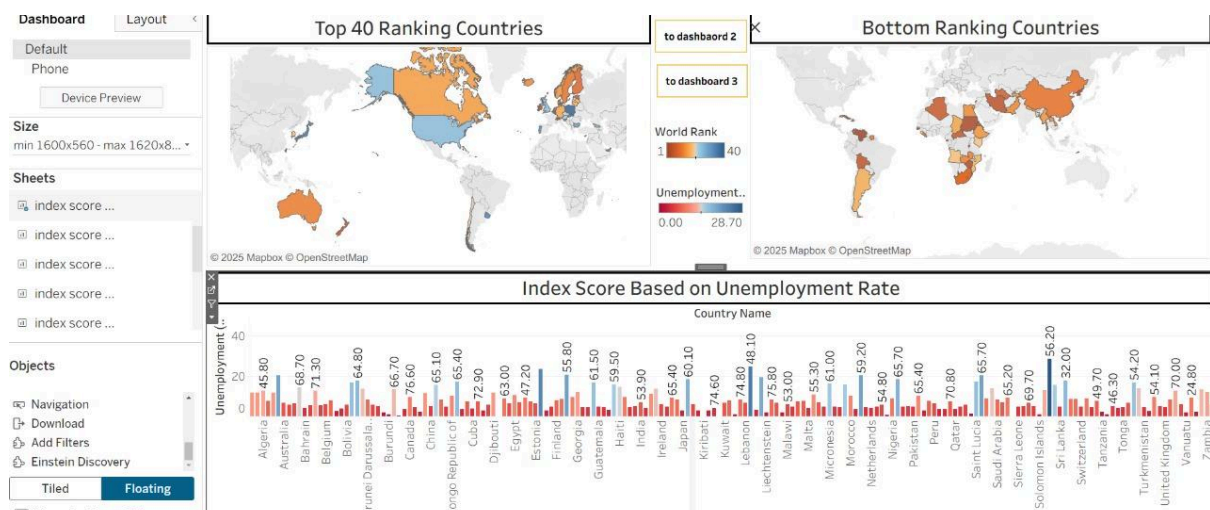
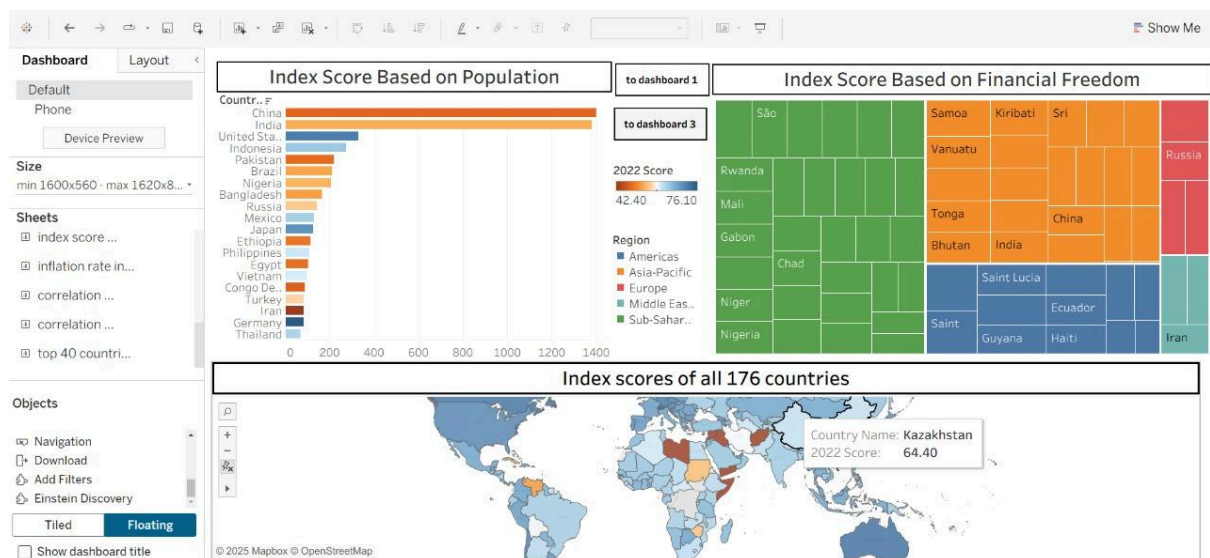
Changing filters dynamically and navigating between dashboards and stories resulted in **accurate and consistent updates** of all displayed values. This confirmed that the dashboard correctly links data sources to visual components.

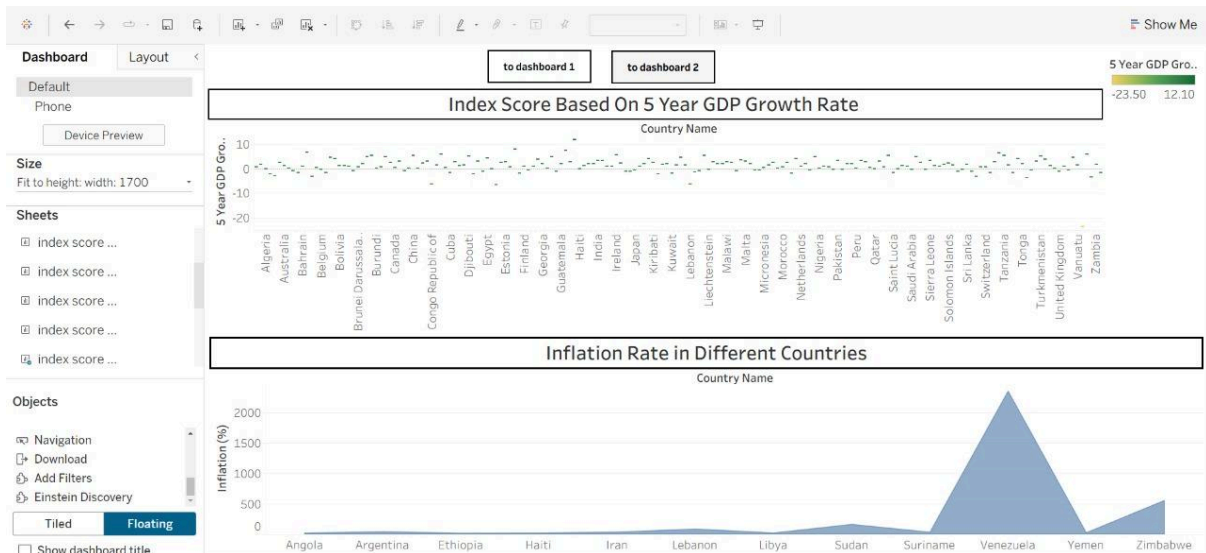
Hover tooltips and zoom features were tested across maps and charts. The tooltips appeared **quickly and accurately**, and zooming on visuals did not cause any glitches or layout issues.

Testing was done manually using major browsers like **Google Chrome, Mozilla Firefox, and Microsoft Edge**. Simulated fast and slow network speeds were used to observe loading behavior. Additionally, **Tableau's built-in Performance Recorder** was used to inspect load and interaction timings for different views and actions.

7. Results

7.1 Output Screenshots





8. Advantages & Disadvantages

Advantages

One of the main advantages of this project is its **user-friendly interface**, achieved through Tableau's interactive dashboards. Users can explore complex economic data with ease, using filters and visual comparisons that eliminate the need for technical knowledge. The project offers a **comprehensive view** of the 2022 Index of Economic Freedom, broken down into 12 indicators and 4 pillars, helping users quickly understand regional and global trends.

The use of **publicly available tools** like Tableau Public and Google Sheets ensures that the project is **cost-effective and easily accessible** to students, educators, and researchers. Additionally, the data-driven approach enhances **analytical thinking and decision-making**, encouraging exploration of economic policy, performance, and global prosperity.

The visual format increases **engagement and understanding**, making the data more relatable than static reports or spreadsheets. It also allows for quick identification of high-performing and low-performing countries across different indicators.

Disadvantages

Despite its strengths, the project also has some limitations. Since Tableau Public is used, **data security is limited**, and sensitive or proprietary datasets cannot be included. The dashboard relies on **static datasets**, meaning any updates to economic data require manual reprocessing and republishing.

Another limitation is **device optimization**. While the dashboard works on most screens, certain visualizations may not scale perfectly on small devices like smartphones. Performance may also vary slightly depending on internet speed, especially when loading map-based or multi-filter dashboards.

Lastly, the project provides only **descriptive analytics**. It does not offer predictive insights or automated trend forecasting, which could be valuable for deeper economic analysis.

9. Conclusion

This project successfully demonstrates how complex economic data can be transformed into meaningful, interactive visual insights using Tableau. By analyzing the 2022 Index of Economic Freedom, users are empowered to explore how different countries perform across key indicators such as property rights, fiscal health, labor freedom, and trade openness.

Through clear visualizations, filters, and storytelling, the dashboard allows users to compare countries, detect regional patterns, and understand the relationship between economic freedom and prosperity. The project also emphasizes the value of data-driven learning by presenting insights in a format that is both accessible and engaging for students, educators, and researchers.

In conclusion, the project not only fulfills its objective of visualizing global economic performance but also encourages curiosity, critical thinking, and a better understanding of how economic policies impact nations around the world. With future enhancements, this dashboard can be expanded to include time-series trends, policy impacts, and predictive insights, making it an even more powerful educational tool.

10. Future Scope

This project lays a strong foundation for understanding global economic freedom through interactive data visualization. However, there are several opportunities to expand and enhance the dashboard in the future:

- 1. Time-Series Analysis**
Incorporate historical data (e.g., from 2010 to 2022) to visualize trends over time and understand how economic freedom evolves across countries and regions.
- 2. Predictive Analytics**
Integrate machine learning models or trend forecasting to predict future scores or economic outcomes based on current and past indicators.
- 3. Real-Time Data Integration**
Use APIs or live connections (e.g., World Bank or IMF data) to automatically update indicators and reflect the most current economic conditions.
- 4. Policy Impact Visualization**
Add a layer to show the impact of economic or political policy changes on a country's economic freedom score over time.
- 5. Enhanced Mobile Compatibility**
Optimize dashboard design further for smaller devices to improve usability on smartphones and tablets.
- 6. User Customization**
Allow users to save custom views or generate downloadable reports from the dashboard based on selected filters.
- 7. Comparative Insights**
Introduce advanced comparison tools that show differences in scores, GDP, and rankings between selected countries or regions more clearly.

11. Appendix

Dataset Link: <https://drive.google.com/file/d/1EBIa1LtM3Ni2Uh3nekLB6wt3263Q3NeX/view>

Github Link:

<https://github.com/Ak26-9/Measuring-the-Pulse-of-Prosperity-An-Index-of-Economic-Freedom-Analysis>