1. INTRODUCTION

1.1 Project Overview

The project titled **"Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau"** is a data-driven visualization initiative designed to explore, analyze, and present insightful patterns within the UNESCO World Heritage Sites dataset. This dataset encompasses a diverse range of cultural and natural sites recognized globally for their universal value, encompassing ancient monuments, architectural marvels, ecosystems, and more.

With globalization, tourism, and urban development intensifying, there is an increasing need to preserve and understand our shared heritage. This project addresses that need by transforming historical and categorical data into interactive, easy-to-understand visual stories. The use of **Tableau**, a leading business intelligence and data visualization tool, allows for dynamic representation of large datasets through various charts, maps, and dashboards.

The dataset used in this project includes key attributes such as the name of each site (Name_en), the country where the site is located (Country), the geographical region (Region), the year the site was inscribed (Date_inscribed), and whether the site is currently classified as "In Danger" (Danger). These attributes are used to build multiple dashboard components that together form a comprehensive, interactive platform for analysis.

"Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites (2019)" is a comprehensive project aimed at exploring the rich dataset of UNESCO World Heritage Sites using Tableau. This project focuses on visualizing the distribution, trends, and key attributes of these sites to provide valuable insights. By leveraging the power of data visualization, stakeholders can gain a deeper understanding of the global heritage landscape, identify patterns, and make informed decisions to enhance the preservation and promotion of these sites.

Key features of the project include:

- A **Tree Map** showing the number of heritage sites per country.
- A **Pie Chart** highlighting the proportion of sites in danger.
- A **Line Graph** tracking site inscription trends across regions over time.
- Filters and tooltips to enhance user interactivity and exploration.

This project is not just a technical implementation but also a meaningful application of data analytics to support heritage conservation and education. It serves a dual purpose of showcasing technical skills in Tableau and contributing to the understanding of cultural heritage distribution worldwide.

1.2 Purpose

The purpose of this project is multidimensional, combining technical, educational, and social goals:

1. Data Visualization for Heritage Awareness

The project seeks to bring visibility to the UNESCO World Heritage Sites by presenting the data in an accessible and engaging visual format. Instead of traditional static reports or spreadsheets, the interactive dashboards allow users to explore the data themselves—drilling down into specific countries, comparing trends over decades, and identifying endangered sites.

2. Supporting Preservation Efforts

By identifying the number and condition of sites in each region and highlighting those classified as "In Danger," the project provides valuable insights for policymakers, conservationists, and NGOs. It helps prioritize regions and sites that require immediate intervention and can serve as a decision-support tool in planning conservation strategies.

3. Educational Insight

The project also has an academic and awareness-building dimension. Educators, students, and tourists can use the dashboards to learn more about world heritage in an interactive way. The insights into historical trends and regional distributions deepen the understanding of how and where heritage conservation is evolving.

4. Demonstrating Tableau Capabilities

On a technical front, the project aims to demonstrate how Tableau can be effectively used to turn raw datasets into visually compelling and informative dashboards. It showcases various visualization techniques such as filtering, tooltips, interactive maps, and storytelling dashboards.

5. Data-Driven Decision Making

Lastly, the project promotes data literacy and encourages a culture of data-driven thinking. By enabling users to interact with real-world data, it empowers stakeholders to base their insights and strategies on actual patterns rather than assumptions.