**Project Design Phase**

**Proposed Solution Template**

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| Date | 26 JUNE 2025 |
| Team ID | LTVIP2025TMID48508 |
| Project Name | Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Lack of accessible, interactive platforms to explore, analyze, and understand global UNESCO World Heritage Sites—leading to reduced public awareness, engagement, and preservation efforts. |
|  | Idea / Solution description | Develop a dynamic, interactive dashboard using Tableau to visualize UNESCO World Heritage Sites by region, category (cultural/natural/mixed), year of inscription, country, and threat status. The solution provides deep insights through visual storytelling, maps, trends, and comparative charts. |
|  | Novelty / Uniqueness | Unlike static databases or reports, this solution offers a visually engaging and data-driven approach to explore heritage sites. It allows real-time filtering, geographical mapping, trend analysis, and storytelling—all in one dashboard. |
|  | Social Impact / Customer Satisfaction | Enhances global cultural awareness and supports educational and tourism stakeholders. Enables NGOs, researchers, students, and travelers to make data-informed decisions and foster heritage conservation. |
|  | Business Model (Revenue Model) | Freemium model: Free access for basic users (students, educators), and subscription-based premium features for tourism agencies, governments, and NGOs (advanced analytics, API access, custom dashboards). |
|  | Scalability of the Solution | Highly scalable: Can be extended by integrating live data APIs (UNESCO updates), multilingual support, mobile responsiveness, and additional metrics like visitor data, economic impact, and preservation funding. |