

**Project Design Phase**  
**Proposed Solution Template**

Date	15 February 2025
Team ID	LTVIP2025MID50263
Project Name	Heritage Treasures
Maximum Marks	2 Marks

**Proposed Solution Template:**

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

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	"Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau" is a project designed to tackle real challenges faced by UNESCO sites — including over-tourism, underfunding, and the lack of an easy-to-use system for understanding these issues through data. Many decision-makers struggle to access meaningful insights quickly. This project aims to solve that using an interactive dashboard that makes the data simple, visual, and actionable.
2.	Idea / Solution description	The core idea is to design an interactive dashboard in Tableau that brings together data from UNESCO, tourism reports, and preservation sources. The dashboard will display details like site location, visitor numbers, risk levels, and funding gaps using a variety of charts. Users can filter by country, region, site type, and year to explore trends and make better-informed decisions about heritage conservation and sustainable tourism.
3.	Novelty / Uniqueness	What makes this solution unique is the use of diverse and meaningful chart types: a map chart to show geographic distribution, bubble chart for multi-variable comparison, bar and Pareto charts to identify top risks or contributors, tree map for site grouping, pie chart for site type distribution, and line chart to track visitor trends over time. Unlike static reports, this dashboard is dynamic, user-friendly, and customizable.
4.	Social Impact / Customer Satisfaction	This project helps UNESCO, planners, NGOs, and even the general public understand which sites need the most attention. It improves transparency, awareness, and engagement with global heritage data, helping organizations make more targeted and effective preservation efforts. The dashboard is also accessible and easy to use, leading to higher user satisfaction.

5.	Business Model (Revenue Model)	The dashboard can be shared freely for educational and public awareness purposes, while offering a premium version for government bodies and institutions. Paid features can include downloadable reports, advanced filters, and historical data comparisons, supporting sustainability through a freemium or subscription-based model.
6.	Scalability of the Solution	The solution is built to scale easily. New data (more sites, years, or metrics), user types, and even languages can be added without needing a complete redesign. Future enhancements like AI-based risk prediction or multilingual dashboards can further expand its usefulness.