

Customer Journey Map

Date	31 January 2026
Team ID	LTVIP2026TMIDS24940
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	4 Marks

Stage 1: Data Collection

Stakeholder Action:

The user accesses global economic datasets such as the Index of Economic Freedom and country Economic indicators(GDP per capita , inflation , unemployment , investment).

Thoughts:

“We need reliable international data to understand why some countries are richer than others.”

Pain Point:

Raw datasets contain many variables and are difficult to interpret directly from tables.

Opportunity:

Use Tableau to organize and visualize global economic data for easier analysis

Stage 2: Data Preparation Stakeholder

Action:

The dataset is reviewed, cleaned, and structured before analysis. The user ensures country names, numerical values, and indicators are properly formatted

Thoughts:

“The dataset must be clean, otherwise the charts will give wrong conclusions.”

Pain Point:

Missing values, inconsistent country naming, and mixed data formats create confusion.

Opportunity:

Preprocessing in Excel and importing into Tableau allows structured visualization.

Stage 3: Data Visualization

Stakeholder Action:

The user explores charts such as scatter plots, bar charts, and maps showing economic freedom scores and economic performance indicators.

Thoughts:

“Is there a visible relationship between economic freedom and GDP per capita?”

Pain Point:

Without visual comparison, identifying patterns across 100+ countries is extremely difficult.

Opportunity:

Interactive Tableau charts help quickly detect trends and relationships.

Stage 4: Dashboard and Story Creation**Stakeholder Action:**

Multiple visualizations are combined into an interactive dashboard and story pages explaining economic patterns step by step.

Thoughts:

"The dashboard should clearly explain economic relationships without needing complex calculations."

Pain Point:

Static reports and spreadsheets cannot clearly communicate multi-variable relationships.

Opportunity:

Tableau dashboards and stories present economic insights in a simple and engaging way.

Stage 5: Insights and Decision Making**Stakeholder Action:**

The user compares countries, filters regions, and analyzes how different economic indicators affect prosperity.

Thoughts:

"Countries with stronger property rights appear to have higher income levels."

Pain Point:

Without structured analysis, conclusions may depend on assumptions instead of evidence.

Opportunity:

Visual evidence allows data-driven interpretation of economic policies.

Stage 6: Implementation and Monitoring**Stakeholder Action:**

The user uses insights for academic discussion, research interpretation, or policy understanding and can repeatedly revisit the dashboard for updates.

Thoughts:

"This dashboard can help explain economic development patterns clearly."

Pain Point:

Manual economic analysis takes time and is difficult to repeat.

Opportunity:

The dashboard becomes a reusable analytical tool for learning and comparison.