Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites in Tableau

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1. INTRODUCTION

1.1 Project Overview
This project provides a visual analysis of UNESCO World Heritage Sites using Tableau to explore global heritage distribution, site types, and trends.

1.2 Purpose
To create an interactive dashboard for users to understand and explore world heritage data effectively.

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2. IDEATION PHASE

2.1 Problem Statement
There is no simple tool for exploring and understanding the global status of UNESCO World Heritage Sites.

2.2 Empathy Map Canvas
Users seek heritage insights, worry about preservation, and prefer visual, interactive content.

2.3 Brainstorming
Ideas included maps, filters by country and type, yearly analysis, and highlighting endangered sites.

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3. REQUIREMENT ANALYSIS

3.1 Customer Journey Map
Stages: Awareness → Explore Dashboard → Interact with Data → Export Insights.

3.2 Solution Requirement
Clean dataset, Tableau, filters for country, type, and year.

3.3 Data Flow Diagram
User → Tableau Dashboard ← Cleaned UNESCO Dataset.

3.4 Technology Stack
Tableau, Excel (for preprocessing), UNESCO data, GitHub (optional).

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4. PROJECT DESIGN

4.1 Problem-Solution Fit
The dashboard fills the gap in visualizing world heritage data easily.

4.2 Proposed Solution
An interactive, user-friendly Tableau dashboard.

4.3 Solution Architecture
Raw Data → Preprocessing → Tableau Visualization → User Interaction.

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5. PROJECT PLANNING & SCHEDULING

5.1 Project Planning
Week 1: Data collection
Week 2: Data cleaning
Week 3–4: Dashboard creation
Week 5: Testing
Week 6: Documentation

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6. FUNCTIONAL AND PERFORMANCE TESTING

6.1 Performance Testing
Tested dashboard speed, interaction, and responsiveness.

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7. RESULTS

7.1 Output Screenshots
(*Screenshots of dashboard visuals to be attached in full report*)

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8. ADVANTAGES & DISADVANTAGES

Advantages

- Easy visualization

- Interactive exploration

Disadvantages

- Requires internet

- Static dataset unless updated manually

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9. CONCLUSION

The project offers a valuable tool for exploring UNESCO sites interactively and raises awareness about heritage preservation.

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10. FUTURE SCOPE

- Live data integration

- More filters (e.g., threats, visitation)

- Mobile support

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11. APPENDIX

-Dashboard:

https://public.tableau.com/app/profile/nabiha.noor/viz/project1_17510269555180/Story1?publish=yes