

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	25 th May 2025
Team ID	LTVIP2025TMID48210
Project Name	Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites (2019)
Maximum Marks	4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Problem Statement:

To analyse and visualize the global distribution, risk status, and inscription trends of UNESCO World Heritage Sites using Tableau, providing actionable insights for preservation efforts and policymaking.

Step-2: Brainstorm, Idea Listing and Grouping

The team held a brainstorming session to generate ideas on how to best visualize and analyze the UNESCO World Heritage Sites dataset. Each team member contributed potential visualization ideas and analysis directions. The ideas were then grouped into relevant categories based on their objectives and themes.

The following ideas were generated:

- Create a tree map visualization to display countries based on the number of heritage sites they possess. This would give a quick, comparative overview of site distribution by country.
- Develop a pie chart to represent the proportion of heritage sites categorized as 'In Danger' and those considered 'Not in Danger'. This would visually communicate the risk status of sites globally.
- Design a line chart to depict the trend of new heritage site inscriptions over the years, segmented by region. This would help identify which regions have shown the most growth and historical patterns in site conservation.
- Consider adding a bar chart to analyse site categories (Cultural, Natural, Mixed) to understand the composition of heritage sites globally.
- Optionally, include a map-based visualization displaying the spatial distribution of all heritage sites to provide a geographical perspective.

These ideas were then grouped under categories such as **Distribution Analysis**, **Risk Status Visualization**, **Historical Trend Analysis**, and **Optional Enhancements** for better organization.

Step-3: Idea Prioritization

Once the ideas were listed and grouped, the team prioritized them based on their relevance to the problem statement, feasibility within the dataset and Tableau, and the value they would offer to stakeholders.

The prioritization was as follows:

- **High Priority:**
 - Tree map visualization showing the number of heritage sites per country. This idea was prioritized because it directly addresses the need to understand global distribution and provides a clear, visually appealing comparison.
 - Pie chart displaying the proportion of 'In Danger' vs. 'Not in Danger' sites. This was considered essential as it highlights vulnerable sites requiring urgent attention.
 - Line chart illustrating inscription trends over the years by region. This was prioritized for its ability to show historical and regional conservation efforts over time.
- **Medium Priority:**
 - Bar chart analyzing site categories (Cultural, Natural, Mixed). While valuable, this was considered supplementary to the primary insights.
 - World map visualization displaying the locations of all heritage sites. This was deemed useful for a visual overview but secondary to analytical visualizations.

Final Selected Ideas for Implementation:

1. Tree map: Heritage Sites by Country
2. Pie Chart: Heritage Sites at Risk
3. Line Chart: Regional Inscription Trends

These visualizations were selected as they best aligned with the problem statement, offered significant analytical value, and were achievable within the project timeline and dataset.