**Project Design Phase**

**Proposed Solution Template**

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| Date | 27 June 2025 |
| Team ID | LTVIP2025TMID52055 |
| 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) | “Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites (2019)" is a comprehensive project aimed at exploring the rich dataset of UNESCO World Heritage Sites using Tableau. This project focuses on visualizing the distribution, trends, and key attributes of these sites to provide valuable insights. By leveraging the power of data visualization, stakeholders can gain a deeper understanding of the global heritage landscape, identify patterns, and make informed decisions to enhance the preservation and promotion of these sites. for this problem statement i need an idea or solution description and Novelty or uniqueness and Social Impact or Customer Satisfaction and Business Model and also scalability of the solution |
|  | Idea / Solution description | The solution involves building an **interactive Tableau dashboard** that analyzes the 2019 UNESCO World Heritage Sites dataset. The dashboard visualizes key insights such as:   * Country-wise distribution of heritage sites * Proportion of sites under threat (‘In Danger’) * Regional inscription trends over time   By converting raw data into meaningful visuals, this solution helps decision-makers, conservation bodies, researchers, and tourists gain an intuitive understanding of heritage trends and risks. |
|  | Novelty / Uniqueness | **Integrated Perspective**: Unlike typical reports, this project merges **geographical, temporal, and risk-based perspectives** into one cohesive visualization platform.  **Real-Time Interactivity**: Users can interact with filters, slicers, and drill-downs, allowing **custom views** of the heritage landscape.  **Holistic Data Storytelling**: Combines data science with cultural preservation, offering **story-driven visual analytics** instead of static graphs. |
|  | Social Impact / Customer Satisfaction | **Awareness & Education**: Educates the public and stakeholders on the current state of global heritage through clear, visual storytelling.  **Policy Guidance**: Enables cultural ministries and NGOs to **prioritize funding and interventions** based on at-risk sites or underserved regions.  **Tourism Insights**: Empowers tourists with data on heritage-rich countries, enhancing cultural tourism and respect for protected sites.  **Global Equity**: Highlights regional disparities in heritage recognition, promoting more inclusive nominations and preservation efforts. |
|  | Business Model (Revenue Model) | * **Freemium Model**: Public access to a basic version of the dashboard; advanced analytics offered to heritage organizations on subscription. * **Data-as-a-Service (DaaS)**: Sell updated dashboards and analytics to academic institutions, travel agencies, and cultural preservation bodies. * **Consultancy Service**: Offer custom heritage analytics and data storytelling services to NGOs, tourism boards, or UNESCO affiliates. |
|  | Scalability of the Solution | **Dataset Expansion**: Can be easily extended to **include data from other years**, regions, or additional heritage attributes (e.g., visitor stats, funding, site conditions).  **Global Applicability**: The visualization framework can be adapted for other global datasets such as **Ramsar Wetlands**, **UNESCO Intangible Heritage**, or **Biosphere Reserves**.  **Multi-language Support**: Tableau’s localization options allow the solution to be scaled for **international and multilingual audiences**.  **Integration**: Can be embedded into **web platforms, educational portals, or mobile apps** for broader access. |