**Customer Journey Map**

This customer journey map outlines the step-by-step process undertaken by economic analysts, researchers, and policymakers when analyzing the Index of Economic Freedom. From initial data collection to final storytelling and publishing, it tracks how Tableau and data analytics support exploration, comparison, communication, and policy insight.

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| **Step** | **Customer Action (Detailed Scenario & Customer Intent)** | **System Interaction (Detailed Data Analytics Role & Visualization Process)** |
| 1 | Collects index and economic indicator data The researcher gathers economic freedom scores (overall and by pillar), GDP, population, unemployment, and financial freedom data. The goal is to analyze global economic health and compare countries. | Data imported into Tableau Economic Freedom Index data is imported as CSV or Excel. Tableau parses, formats, and validates the data. Fields are renamed for clarity (e.g., Rule of Law, Tax Burden, Investment Freedom). External datasets like GDP are merged. |
| 2 | Defines policy and analysis goals The analyst sets objectives: e.g., compare country scores, identify lagging pillars, correlate freedom with economic outcomes. | Calculated fields and filters created Tableau fields such as Avg Index by Region or % Score Change (5-Year) are defined. Filters by country, region, or pillar are added. Join operations are set for indicator correlation. |
| 3 | Builds analytical visualizations Charts are created to test hypotheses (e.g., High GDP vs High Index Scores). Analysts explore whether small government correlates with prosperity. | Tableau visualizations created Bar charts (Country Rank), scatter plots (Index vs GDP), heat maps (Score by Pillar), and bullet graphs are developed. Tableau's color palette and tooltip functions help highlight differences. |
| 4 | Assembles interactive dashboards All visualizations are placed into one consolidated dashboard for easy reference and storytelling. The intent is to support policy decisions. | Dashboard built in Tableau Dashboards include dynamic filters (by year, pillar, or region), highlight actions, legends, and KPIs. The layout is arranged for clarity and responsiveness. |
| 5 | Presents insights to stakeholders Analysts present findings to decision-makers, think tanks, or the media. Goal: influence economic policy and improve global rankings. | Tableau Story created Scenes highlight year-over-year score trends, country comparisons, and high-impact pillar suggestions. The Story provides narrative flow for meetings or reports. |
| 6 | Publishes dashboard on web To reach a wider audience, the insights are embedded into a public or private portal. | Dashboard published with Flask Using Flask, Tableau dashboards are embedded into a web app. URL routing ensures secure, role-based access. Visualization remains responsive across devices. |
| 7 | Gathers feedback and updates analysis Stakeholders request updates (e.g., live country comparison, more KPIs, export options). The team aims to evolve the dashboard continuously. | Revisions done in Tableau New indicators or country profiles are added. Filters are enhanced, and calculated metrics are refined. Version tracking helps manage iterations. |