**Project Design Phase**

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| **Date** | **19-06-2025** |
| **Team ID** | **LTVIP2025TMID48223** |
| **Project Name** | **Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis** |
| **Maximum Marks** | **2 marks** |

# Solution Fit

The Problem–Solution Fit phase ensures that the insights and dashboards we build truly address the challenges faced by policymakers, investors, researchers, and the public when evaluating economic freedom. By validating that our Tableau‑based visual analytics meet real‑world needs, we maximise adoption, accuracy, and policy impact. This phase guarantees:  
• Alignment of dashboard KPIs with policy and investment goals  
• Clear understanding of user workflows and information gaps  
• Improved uptake through intuitive, story‑driven visuals  
• Early verification of insights before public or governmental release

## Target Customer Segments

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| **Customer Type** | **Description** |
| Government Policymakers | Need pillar‑level insights to draft reforms and monitor progress. |
| Economic Analysts & Think‑Tanks | Conduct deep analysis and publish reports on economic freedom trends. |
| Investors & Business Leaders | Assess market openness and regulatory risk before committing capital. |
| Journalists & Academics | Require clear visuals to educate the public and support research. |
| International Agencies | Benchmark countries and advise on economic development programs. |

## 2. Problem Statement (As‑Is Situation)

Stakeholders struggle to make data‑driven economic decisions because Index of Economic Freedom information is buried in PDFs, static tables, or siloed datasets. They cannot easily link pillar scores with prosperity metrics or track reforms over time.

* Challenges Identified:
* Data scattered across reports, Excel sheets, and different institutions
* Little visibility into which pillars most affect growth or investment
* Manual comparisons slow down policy formulation and investment decisions
* No interactive visuals for benchmarking among regions or income groups
* Difficulty spotting year‑on‑year improvements or declines quickly
* Key Problems:
* Absence of a unified dashboard combining index and macroeconomic indicators
* Inconsistent reporting formats across agencies
* Limited ability to correlate pillar scores with GDP, unemployment, or FDI

## 3. Current Workaround (Before Tableau Solution)

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| **Existing Practice** | **Limitation** |
| Manual extraction from PDF tables | Time‑intensive, error‑prone, and lacks scalability |
| Static charts in academic papers | No drill‑down or interactive comparison |
| Ad‑hoc Excel models | Different versions, hard to maintain, limited visual appeal |
| Copy‑paste into PowerPoint | Data becomes outdated quickly, weak storytelling |

## 4. Proposed Solution (To‑Be State)

Our Tableau‑driven Economic Freedom Analytics platform converts static index data into interactive visuals, enabling users to identify drivers of prosperity, benchmark nations, and track reform progress.

• Global Heatmap: View all countries' overall and pillar scores with region filters

• Correlation Explorer: Scatter plots linking GDP per capita, unemployment, or FDI to index scores

• Five‑Year Trend Lines: Track improvements or declines in each pillar

• Pillar Comparison Dashboard: Rank countries by Rule of Law, Government Size, etc.

• Interactive Filters: Slice by year, region, income level, or custom country groups

• Policy Impact Overlay: Annotate dashboards with major reforms (e.g., tax cuts) and observe score changes

• Storyboarding: Guided narrative walking stakeholders from overview to recommended actions

• Exportable Briefs: One‑click PDF export of key charts for ministers and media

## 5. How the Solution Solves the Problem

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| **Problem** | **Tableau Feature That Solves It** |
| Fragmented, static data sources | Centralized Tableau dashboard with live connections |
| Difficulty benchmarking peers | Interactive ranking tables and region/income filters |
| Limited visibility of pillar trends | Five‑year line charts and heatmaps |
| Slow manual reporting | Automated refresh schedules and instant exports |
| Policy impact unclear | Annotations and overlay features highlighting reform dates |

## 6. Solution Adoption Channels

• Tableau Desktop & Server for building and hosting dashboards

• Browser access via Tableau Server/Public for quick viewing

• Scheduled PDF or image reports emailed to ministers and journalists

• Role‑based views customising data for policymakers, investors, or academic users

## 7. Solution Validation

* Data Accuracy: Cross‑checked against raw Heritage Foundation and World Bank downloads
* Filter Functionality: Tested year, region, and pillar slicers for correct aggregation
* Performance: Dashboards load under 3 seconds on standard broadband
* Insight Delivery: Heatmaps and scatter plots surfaced actionable correlations (e.g., low tax burden correlating with higher FDI)

## Purpose Alignment Recap

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| **Benefit** | **How Tableau Dashboard Achieves It** |
| Real‑time policy support | Live dashboards offer up‑to‑date scores and macro metrics |
| Enhanced reform strategy | Visual patterns reveal which pillars to prioritise |
| Broader transparency | Public‑facing dashboards improve citizen and investor awareness |
| Reduced manual reporting | Automated refreshes replace repetitive spreadsheet work |
| Collaborative insight‑sharing | Cloud access lets agencies and media share the same view |

## Problem–Solution Fit Canvas

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| Customer Segments (CS) | Policymakers, Analysts, Investors, Journalists |
| Jobs/Problems (J&P) | Benchmark scores, identify weak pillars, correlate with prosperity metrics |
| Triggers (TR) | Dropping rankings, investor concern, planned reforms |
| Emotions Before/After (EM) | Before: Data overload & uncertainty; After: Confident, data‑backed decisions |
| Available Solutions (AS) | Static PDF reports, spreadsheets |
| Customer Constraints (CC) | Limited time, varying data literacy, large datasets |
| Behavior (BE) | Manual data extraction, ad‑hoc comparisons |
| Channels (CH) | PDF downloads, government sites, press releases |
| Root Causes (RC) | Disconnected data, no interactive tools |
| Your Solution (SL) | Interactive Tableau dashboards integrating index and macro indicators |