**Smart Bridge Data Analytics Program on Tableau  
Brainstorming Phase Report  
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**1. Introduction**  
The project focuses on analysing UNESCO World Heritage Sites using a cleaned dataset and presenting insights through interactive Tableau dashboards. This brainstorming phase aimed to generate a wide set of possible directions, visualizations, and insights before narrowing down to the final design.

**2. Data Familiarization**  
From the provided UNESCO dataset:

* **Key Fields:** Site Name, Country, Region, Category, Year Inscribed, Is Endangered, Endangered Status (Year), Latitude, Longitude, Area (ha), Delisting Year.
* **Gaps:** High missing values in *Delisting Year* and *Endangered Status (Year)* columns.
* **Opportunities:** Potential for both spatial analysis and temporal trend analysis.

**3. Initial Ideas**

* **Geographical Analysis**:
  + Map showing distribution of heritage sites globally.
  + Heatmaps for density per region or country.
* **Temporal Trends**:
  + Timeline of site inscriptions per year or decade.
  + Trends in endangered site listings over time.
* **Category Analysis**:
  + Proportion of Cultural, Natural, and Mixed sites.
  + Trends by category over decades.
* **Endangered Sites Analysis**:
  + Number of sites listed as endangered each year.
  + Duration a site remains endangered before recovery or delisting.
* **Comparative Dashboards**:
  + Country-wise leaderboard for total sites.
  + Average area of sites per category or region.
* **Storytelling**:
  + Highlight exceptional cases (e.g., first listed site, most recently delisted site).
  + Showcase endangered sites’ stories.

**4. Potential Visualizations**

* World map with interactive filters (Region, Country, Category).
* Bar charts for country-wise site counts.
* Pie charts for category proportions.
* Line charts for inscription trends.
* Bubble maps sized by site area.

**5. Possible User Interactions**

* Filters for Region, Category, and Year Inscribed.
* Hover tooltips with site details.
* Drill-down from region → country → site.

**6. Shortlisting Ideas**  
Priority given to visualizations that combine:

* High user engagement
* Clear storytelling potential
* Ability to answer key analytical questions.