**Smart Bridge Data Analytics Program on Tableau  
Problem Statement Report  
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**1. Background**  
UNESCO World Heritage Sites represent globally recognized landmarks of cultural, natural, and mixed significance. However, the data on these sites is vast and often underutilized, scattered in reports, and lacks engaging visualization formats for quick analysis.

**2. The Problem**  
Stakeholders such as researchers, policy makers, tourism boards, and educators face difficulties in:

* Quickly understanding the global distribution of sites
* Identifying trends in site inscription and endangerment
* Comparing heritage conservation efforts between regions/countries
* Accessing an interactive, centralized view of the dataset

**3. Scope of the Problem**  
With over 1,000 heritage sites across diverse geographies and varying conservation statuses, static reports fail to capture the richness of patterns and relationships in the data. An interactive solution is necessary.

**4. Proposed Solution**  
Develop a **Tableau-based interactive dashboard** integrating geospatial, temporal, and categorical visualizations of UNESCO sites. This will enable users to:

* View the global spread of sites
* Analyse inscription and endangered status trends
* Compare countries and categories
* Drill down into specific site details

**5. Expected Impact**

* **For Researchers**: Quick, visual insights for academic studies
* **For Policy Makers**: Data-driven conservation decisions
* **For Tourism Boards**: Targeted promotion of heritage sites
* **For Public Awareness**: Increased engagement with heritage protection