Duration: 1 Hrs

Skill Tags:

**No of Scenes of Story**

<https://drive.google.com/file/d/1Y-iJ6gEo3B9TWWrGIZhxA_yWScEnSBdj/view?usp=sharing>

**📖 6. Story: Communicating Insights through Data**

**📘 Overview:**

A **data story** is a structured, narrative-driven approach to presenting data that goes beyond static charts. It transforms raw insights into an engaging journey for the viewer, making complex data **easier to understand**, **more relatable**, and **actionable**.

Data stories are often used in:

* Dashboards
* Presentations
* Reports
* Interactive storytelling platforms (like Tableau Story feature)

**🧠 Purpose in This Project:**

In the *Heritage Treasures* project, a data story was created using **Tableau Story Points** to guide the viewer through a logical flow of insights. The story highlights how heritage sites are distributed globally, which ones are at risk, and how regional efforts have evolved over time.

**🧩 Structure of the Data Story:**

| **Scene** | **Title** | **Purpose** |
| --- | --- | --- |
| **Scene 1** | Global Overview | Introduces the UNESCO World Heritage dataset and highlights key metrics |
| **Scene 2** | Sites by Country | Visualizes countries with the highest number of heritage sites |
| **Scene 3** | Endangered Sites | Focuses on the distribution and status of sites listed as "In Danger" |
| **Scene 4** | Regional Trends | Analyzes site inscription patterns by region over time |
| **Scene 5** | Conclusion & Insights | Summarizes key findings and their cultural/policy implications |

**🎯 Key Benefits of the Story Format:**

* Presents insights in a **narrative flow**, guiding the audience step-by-step
* Enhances understanding through **interactive visuals and storytelling**
* Allows users to **engage deeply** with the data and form conclusions

**📖 7. Story: UNESCO World Heritage Sites – A Data Narrative**

**⏱️ Duration:**

**1 Hour**

**🧠 Skill Tags:**

* Data Storytelling
* Tableau Story Points
* Narrative Visualization
* Insight Communication
* Interactive Data Exploration

**📘 Overview:**

A **data story** transforms analysis into an **engaging, structured narrative** that guides users through insights with context and clarity. In this project, a Tableau story was created to walk viewers through the most important patterns, risks, and trends associated with **UNESCO World Heritage Sites (2019)**.

**🎬 No. of Scenes in the Story:**

**Five (5) Key Scenes:**

| **Scene No.** | **Scene Title** | **Purpose** |
| --- | --- | --- |
| 1 | Introduction & Dataset Overview | Sets context, introduces data, and shows key global statistics |
| 2 | Site Distribution by Country | Highlights countries with the highest number of heritage sites |
| 3 | Endangered Sites | Focuses on the proportion and status of sites classified as "In Danger" |
| 4 | Regional Inscription Trends | Analyzes inscription growth by region and over time |
| 5 | Key Takeaways & Recommendations | Summarizes findings and proposes data-driven insights for future action |

**🔗 Story Link:**

[View Story in Tableau](https://drive.google.com/file/d/1Y-iJ6gEo3B9TWWrGIZhxA_yWScEnSBdj/view?usp=sharing)

**🎯 Outcome:**

This story offers a **sequential, insight-rich experience** for users to explore the heritage landscape globally. It simplifies decision-making, raises awareness, and provides a structured format for **communicating complex data** effectively.