

Project title: Heritage Treasures: An In-Depth Analysis of UNESCO World Heritage Sites In Tableau

Team ID: LTVIP2026TMIDS24132

Project Design Phase-I - Solution Fit Template

UNESCO World Heritage Sites represent globally significant cultural and natural landmarks. However, stakeholders such as researchers, tourism planners, policymakers, and heritage organizations often face challenges in:

- Understanding global distribution of heritage sites
- Analyzing trends in inscriptions over time
- Identifying regions with underrepresentation
- Monitoring sites classified as “In Danger”
- Converting large heritage datasets into actionable insights

Raw UNESCO datasets contain valuable information, but without proper visualization, insights remain hidden and difficult to interpret.

Problem-Solution Fit canvas			
HERITAGE TREASURES: A DATA-DRIVEN EXPLORATION OF UNESCO WORLD HERITAGE SITES TABLEAU			
Customer Segment(s)	Customer Limitations	Available Solutions	Behavior
1. CUSTOMER SEGMENT(S) UNESCO Policy Makers Cultural Heritage Researchers Tourism Boards Government Planning Authorities Conservation Organizations Students & Data Analysts	6. CUSTOMER LIMITATIONS IC. BUDGET: DEVICES • Limited technical knowledge • Time constraints • Difficulty interpreting complex datasets • Dependence on static reports	5. AVAILABLE SOLUTIONS PROS & CONS • Static reports (FDF) • Excel spreadsheets • Basic charts ✓ Limited interactivity ✓ Difficult pattern recognition ✓ No geographic storytelling	7. BEHAVIOR - ITS INTENSITY BH • Manually filtering spreadsheets • Comparing country-wise data repeatedly • Switching between multiple data sources • Searching UNESCO website individually
2. PROBLEMS / PAINS - ITS FREQUENCY • Large, scattered UNESCO datasets • Difficulty analyzing global site distribution • No clear visualization of endangered sites • Hard to track inscription trends over years • Limited interactive exploration tools	9. PROBLEM ROOT / CAUSE RC • Fragmented global heritage data • Static reporting systems • Lack of centralized interactive analytics • No visual correlation between trends & geography	8. CHANNELS of BEHAVIOR ONLINE • UNESCO official website • Academic journals • Tourism portals • Tableau Public dashboards	10. YOUR SOLUTION SL Creation of an interactive Tableau dashboard featuring: • Global heritage site map • Inscription trends over time • Cultural vs Natural vs Mixed comparison • Endangered site identification • Interactive filters (Year, Region, Category) • Clean, user-friendly visual design • Story-driven dashboard navigation
3. TRIGGERS TO ACT • Need for better heritage conservation planning • Policy review meetings • Tourism development strategies • Academic research requirements	3. TRIGGERS TO ACT EM ✓ Need for better heritage conservation planning ✓ Policy review meetings ✓ Tourism development strategies ✓ Annual UNESCO reporting	8. CHANNELS of BEHAVIOR CH • UNESCO official website • Academic journals • Tableau Public dashboards	