

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

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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 - real users/customers	1. CUSTOMER SEGMENT(S) CS UNESCO Policy Makers Cultural Heritage Researcherrs Tourism Boards Government Planning Authorities Conservation Organizations Students & Data Analysts	6. CUSTOMER LIMITATIONS CL <small>IC: BUDGET; DEVICES</small> • Limited technical knowledge • Time constraints • Difficulty interpreting complex datasets • Dependence on static reports	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> • Static reports (FDF) • Excel spreadsheets • Basic charts ✓ Limited interactivity ✓ Difficult pattern recognition ✓ No geographic storytelling
	2. PROBLEMS / PAINS - ITS FREQUENCY PR • 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	7. BEHAVIOR - ITS INTENSITY BH • Manually filtering spreadsheets • Comparing country-wise data repeatedly • Switching between multiple data sources • Searching UNESCO website individually
Market - intended beneficiaries	3. TRIGGERS TO ACT TR • Need for better heritage conservation planning • Policy review meetings • Tourism development strategies • Academic research requirements	10.YOUR SOLUTION SL Creation of an interactive Tableau dashboard featuring: • Global heritage site map • Inscription trends over time • Cultural vs hatural vs Mixed comparison • Endangered site identification • Interactive filters (Year,Region, Category) • Clean, user-friendly visual design • Story-driven dashboard navigation	8. CHANNELS of BEHAVIOR CH <small>ONLINE</small> • UNESCO official website • Academic journals • Tourism portals • Tableau Public dashboards
	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