

Project Report: Heritage Treasures - An In-Depth Analysis of UNESCO World Heritage Sites (2019)

1. INTRODUCTION

1.1 Project Overview

The project 'Heritage Treasures' explores the UNESCO World Heritage Sites dataset (2019) using Tableau to derive meaningful insights from cultural, geographical, and historical data.

1.2 Purpose

The purpose is to provide stakeholders with a visual and analytical understanding of global heritage sites, supporting preservation and awareness efforts.

2. IDEATION PHASE

2.1 Problem Statement

Despite the availability of global heritage data, it's underutilized in decision-making and education. Our goal is to provide an intuitive interface to explore this data.

2.2 Empathy Map Canvas

Empathy mapping was conducted for researchers, students, policy makers, and tourists, capturing their goals, frustrations, and informational needs.

2.3 Brainstorming

Ideas focused on site-based filtering, historical patterns, risk status visualization, and accessible design.

3. REQUIREMENT ANALYSIS

Project Report: Heritage Treasures - An In-Depth Analysis of UNESCO World Heritage Sites (2019)

3.1 Customer Journey Map

Defined phases: Entice -> Enter -> Engage -> Exit -> Extend; covering goals, emotions, and opportunities.

3.2 Solution Requirement

Functional and non-functional requirements were outlined for data display, interactivity, and performance.

3.3 Data Flow Diagram

The DFD captures the transformation from raw data to preprocessed and visualized insights in Tableau.

3.4 Technology Stack

- Excel/Python (Preprocessing)
- Tableau (Visualization)
- Web (Publishing)

4. PROJECT DESIGN

4.1 Problem-Solution Fit

Canvas-based fit established. Solution aligned with user behavior and platform access patterns.

4.2 Proposed Solution

A Tableau dashboard offering filtering, insight generation, and story views of global UNESCO data.

4.3 Solution Architecture

Data flows from CSV -> Preprocessing -> Tableau -> Dashboards -> Web publishing.

Project Report: Heritage Treasures - An In-Depth Analysis of UNESCO World Heritage Sites (2019)

5. PROJECT PLANNING & SCHEDULING

5.1 Project Planning

Sprint-1: Data Cleaning, Loading, Initial Visuals

Sprint-2: Dashboard Design, Testing, Deployment

6. FUNCTIONAL AND PERFORMANCE TESTING

6.1 Performance Testing

- Data Loaded: UNESCO WHS 2019 Dataset
- Filters: Region, Country, Type, Danger Status
- Calculated Fields: COUNTD(Sites), Danger = "Yes"
- Dashboards: 6 visuals; Story with 6 slides

7. RESULTS

7.1 Output Screenshots

Visualizations show the distribution of WHS by country, danger status, year-wise trend, and site type.

8. ADVANTAGES & DISADVANTAGES

Advantages:

- Intuitive visual storytelling
- Easy accessibility via Tableau Public

Project Report: Heritage Treasures - An In-Depth Analysis of UNESCO World Heritage Sites (2019)

Disadvantages:

- Static nature post-publishing
- Dependent on data quality

9. CONCLUSION

The project enabled insightful exploration of heritage sites globally. It opens avenues for education and policy analysis.

10. FUTURE SCOPE

- Add data from newer years
- Real-time integration of threat monitoring
- User-driven story creator

11. APPENDIX

Includes: Empathy map, customer journey map, brainstorming board, and architecture diagrams.