HERITAGE TREASURES: AN IN-DEPTH ANALYSIS OF UNESCO WORLD HERITAGE SITES USING TABLEAU

1. Introduction

UNESCO World Heritage Sites represent locations of outstanding cultural or natural importance to humanity.

These sites are protected and preserved due to their historical, environmental, and social significance.

This project uses Tableau to transform UNESCO World Heritage data into an interactive visual dashboard analyzing site distribution, endangered locations, and inscription trends from 1978 to 2019.

2. Objectives

- Analyze distribution of heritage sites across countries

- Identify endangered heritage locations

- Study growth of site inscriptions over time

- Create an interactive Tableau dashboard

- Present insights visually

3. Tools and Technologies Used

Tableau Public / Tableau Desktop

Microsoft Excel

Data Visualization and Data Cleaning Techniques

4. Dataset Description

The dataset contains UNESCO World Heritage Sites information including site name, country, region, year of inscription, and danger status.

The dataset ranges from 1978 to 2019 and includes over 1000 heritage locations worldwide.

5. Methodology

The dataset was imported into Tableau, cleaned, and converted into proper data types.

Three visualizations were created: Treemap, Pie Chart, and Line Chart.

These were combined into an interactive dashboard with filtering features.

6. Visualizations

Treemap: Shows number of heritage sites per country.

Pie Chart: Displays proportion of endangered vs safe sites.

Line Chart: Shows regional inscription trends over time (1978–2019).

7. Dashboard Features

Interactive filtering allows users to click on a country or category and dynamically update other charts.

The dashboard enables region-wise comparison and time-based trend analysis.

8. Key Insights

Europe and North America contain the largest number of heritage sites.

Only a small percentage of sites are classified as endangered.

Heritage inscriptions increased significantly after the 1990s.

Different regions show varying growth patterns.

9. Conclusion

The project demonstrates how Tableau can convert complex global heritage data into meaningful visual insights.

The dashboard helps users understand heritage conservation patterns and identify regions requiring attention.

10. Future Enhancements

Add map visualization, include recent datasets, and apply predictive analytics or forecasting models.