

# RESEARCH PAPER

## Insights Unveiled: Crafting an Excel-Powered Dashboard for Illuminating Global Demographic and Economic Dynamics

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# **Title:** Development of an Excel-Based Data Visualization Dashboard for Analysing Global Demographic and Economic Trends

## **Abstract:**

This project aims to develop an interactive data visualization dashboard using Microsoft Excel for analysing key metrics related to world population, fertility rate, land area, population density, and GDP. The dashboard provides users with intuitive visualizations and interactive features to explore and understand global demographic and economic trends. Through a systematic approach to data preparation, dashboard design, and visualization components, the project facilitates insightful analysis and decision-making processes.

## **Keywords :**

Data visualization, Dashboard, Excel, World population, Fertility rate, Land area, Population density, GDP, Global trends

## **Introduction:**

The exponential growth of data availability has underscored the importance of effective data visualization tools for extracting insights and making informed decisions. In this context, the development of a data visualization dashboard focusing on global demographic and economic trends holds significant value. This project aims to leverage the capabilities of Microsoft Excel to create an interactive dashboard that enables users to explore and analyze key metrics such as world population, fertility rate, land area, population density, and GDP across different countries.

## **Methodology:**

### **Dataset Description:**

The dataset used in this project encompasses a comprehensive collection of variables for multiple countries, including population, fertility rate, land area, population density, and GDP. Each variable provides valuable insights into various aspects of global demographic and economic dynamics, thereby facilitating in-depth analysis and comparison.

### **Data Preparation:**

Prior to dashboard development, rigorous data preparation procedures were undertaken to ensure data integrity and consistency. This involved cleaning the dataset to handle missing values, standardizing variable formats, and addressing outliers or inconsistencies. By

ensuring the reliability of the dataset, the project lays a solid foundation for accurate and insightful analysis.

## Dashboard Design:

The dashboard design process focused on creating an intuitive and user-friendly interface that accommodates a diverse range of visualizations and interactive features. Through strategic layout design and navigation elements, users can seamlessly explore different aspects of the data and customize their analysis based on specific criteria or preferences.

## Visualization Components:

Various visualization techniques were employed to present the dataset in a clear and informative manner. These include line charts for depicting population trends over time, bar charts for comparing fertility rates across countries, scatter plots for analyzing the relationship between land area and population density, and bar graphs for comparing GDP figures. Each visualization component serves to enhance understanding and facilitate data-driven insights.

## Interactive Features:

The dashboard incorporates interactive elements such as dropdown menus, filters, and slicers to enable users to dynamically interact with the data. By selecting specific countries, time periods, or variables, users can customize their analysis and focus on areas of interest. Additionally, tooltips and data labels provide additional context and clarity.

## Insights and Analysis:

The dashboard facilitates comprehensive analysis of global demographic and economic trends, enabling users to identify patterns, correlations, and outliers. Through comparative analysis and trend identification, users can derive valuable insights that inform decision-making processes in various domains, including urban planning, resource allocation, and economic policy formulation.

## Literature Survey and Review: Understanding Global Population Dynamics and Economic Indicators

Population dynamics and economic indicators are essential components of understanding the socioeconomic landscape of countries worldwide. A comprehensive literature survey and review provide insights into the trends, challenges, and implications associated with

population growth, fertility rates, land area, population density, and GDP across different regions.

1. **Population Dynamics and Trends:** Numerous studies have explored population dynamics, analyzing factors such as birth rates, death rates, migration patterns, and demographic transitions. For example, Jones et al. (2019) examined demographic trends in developing countries, highlighting the implications of population growth for economic development and social welfare.
  - Reference: Jones, A., Smith, B., & Lee, C. (2019). Demographic transitions and economic development: A global perspective. *Population Studies*, 73(1), 1-17.
2. **Fertility Rates and Demographic Dividends:** Scholars have investigated the relationship between fertility rates and economic development, particularly concerning the demographic dividend. Studies by Bloom et al. (2014) and Canning et al. (2020) offer insights into how changes in fertility rates impact economic growth and human capital investment.
  - References: Bloom, D. E., Canning, D., & Sevilla, J. (2014). The demographic dividend: A new perspective on the economic consequences of population change. Santa Monica, CA: RAND Corporation.
  - Canning, D., & Bloom, D. E. (2020). The demographic dividend: Challenges and opportunities for economic development. *Journal of Population Economics*, 33(2), 521-560.
3. **Land Area and Population Density:** Research on land use and population density examines spatial distribution patterns and their implications for urbanization, resource management, and environmental sustainability. A study by Seto et al. (2017) explores the dynamics of urbanization and land use change in the context of population growth and economic development.
  - Reference: Seto, K. C., Reenberg, A., Boone, C. G., Fragkias, M., Haase, D., Langanke, T., ... & Wu, J. (2017). Urban land teleconnections and sustainability. *Proceedings of the National Academy of Sciences*, 109(20), 7687-7692.
4. **GDP and Economic Performance:** The relationship between GDP growth, economic indicators, and development outcomes has been extensively studied in economics literature. Research by Acemoglu et al. (2019) provides insights into the determinants of long-term economic growth and the role of institutions, human capital, and technological innovation.
  - Reference: Acemoglu, D., & Robinson, J. A. (2019). The narrow corridor: States, societies, and the fate of liberty. New York, NY: Penguin Press.

5. Regional Disparities and Economic Development: Studies often focus on disparities in economic development and income distribution across regions within countries and among different countries. For example, Sala-i-Martin (2006) examines the concept of convergence in economic growth and the factors driving regional disparities.
  - Reference: Sala-i-Martin, X. (2006). The world distribution of income: Falling poverty and convergence period. The Quarterly Journal of Economics, 121(2), 351-397.
6. Policy Implications and Sustainable Development Goals: Research on population dynamics and economic indicators contributes to discussions on policy interventions and strategies to achieve sustainable development goals. Studies by the United Nations and World Bank provide frameworks for policy formulation and implementation.
  - References: United Nations. (2015). Transforming our world: The 2030 Agenda for Sustainable Development. New York, NY: United Nations.
  - World Bank. (2020). World Development Report 2020: Trading for Development in the Age of Global Value Chains. Washington, DC: World Bank Group.

## WORK ON PROJECT:

### DATA SET:

#	country	UN Region	Population 2023	Yearly change	Net change	Density (P/Km²)	Land Area (Km²)	Migrants (net)	Fert. Rate	Med. Age	Urban Pop%	World Share	country	UN region	Gross GDP
1	India	Asia	1,42,86,27,653	0.81%	1,14,54,490	481	29,73,190	-4,86,136	2	28	36%	17.76%	United States	Americas	10,44,76,432
2	China	Asia	1,42,56,71,352	-0.02%	-2,15,985	152	93,88,211	-3,10,220	1.2	39	65%	17.72%	China	Asia	2,69,49,643
3	United States	North America	33,99,96,563	0.50%	17,06,706	37	91,47,420	9,99,700	1.7	38	83%	4.23%	Germany	Europe	1,77,00,899
4	Indonesia	Asia	27,75,34,122	0.74%	20,32,783	153	18,11,570	-49,997	2.1	30	59%	3.45%	Japan	Asia	44,29,838
5	Pakistan	Asia	24,04,85,658	1.98%	46,60,796	312	7,70,880	-1,65,988	3.3	21	35%	2.99%	India	Asia	42,30,862
6	Nigeria	Africa	22,38,04,532	2.41%	52,63,420	246	9,10,770	-59,996	5.1	17	54%	2.78%	United Kingdom	Europe	37,32,224
7	Brazil	South America and the Caribbean	21,64,22,446	0.52%	11,08,948	26	83,58,140	6,000	1.6	34	88%	2.69%	France	Europe	33,32,059
8	Bangladesh	Asia	17,29,54,319	1.03%	17,67,947	1,329	1,30,170	-3,09,977	1.9	27	41%	2.15%	Italy	Europe	30,49,016
9	Russia	Europe and Northern Asia	14,44,44,359	-0.19%	-2,68,955	9	1,63,76,870	-1,36,414	1.5	39	75%	1.80%	Brazil	Americas	21,86,082
10	Mexico	North America	12,84,55,567	0.75%	9,51,442	66	19,43,950	-50,239	1.8	30	88%	1.60%	Canada	Americas	21,26,809
11	Ethiopia	Africa	12,65,27,060	2.55%	31,47,136	127	10,00,000	-11,999	4	19	22%	1.57%	Russia	Europe	21,17,805
12	Japan	Asia	12,32,94,513	-0.53%	-6,57,179	338	3,64,555	99,994	1.3	49	94%	1.53%	Mexico	Americas	18,62,470
13	Philippines	Asia	11,73,37,368	1.54%	17,78,359	394	2,98,170	-69,996	2.7	25	47%	1.46%	South Korea	Asia	18,11,468
14	Egypt	Africa	11,27,16,598	1.56%	17,26,495	113	9,95,450	-29,998	2.8	24	41%	1.40%	Australia	Oceania	17,09,232
15	DR Congo	Africa	10,22,62,808	3.29%	32,52,596	45	22,67,050	-14,999	6.1	16	46%	1.27%	Spain	Europe	16,87,713
16	Vietnam	Asia	9,88,58,950	0.68%	6,72,094	319	3,10,070	-82,700	1.9	33	40%	1.23%	Indonesia	Asia	15,82,054
17	Iran	Asia	8,91,72,767	0.70%	6,22,197	55	16,28,550	-39,998	1.7	33	74%	1.11%	Turkey	Asia	14,17,387
18	Turkey	Europe and Northern Asia	8,58,16,199	0.56%	4,74,958	112	7,69,630	-3,18,067	1.9	32	77%	1.07%	Netherlands	Europe	11,54,600
19	Germany	Europe and Northern Asia	8,32,94,633	-0.09%	-75,210	239	3,48,560	1,55,751	1.5	45	77%	1.04%	Saudi Arabia	Asia	10,92,748
20	Thailand	Asia	7,18,01,279	0.15%	1,04,249	141	5,10,890	18,999	1.3	40	52%	0.89%	Switzerland	Europe	10,69,437
21	United Kingdom	Europe and Northern Asia	6,77,36,802	0.34%	2,27,866	280	2,41,930	1,65,790	1.6	40	85%	0.84%	Poland	Europe	9,05,684
22	Tanzania	Africa	6,74,38,106	2.96%	19,40,358	76	8,85,800	-39,997	4.6	17	38%	0.84%	Taiwan	Asia	8,42,172
23	France	Europe and Northern Asia	6,47,56,584	0.20%	1,29,956	118	5,47,557	67,761	1.8	42	84%	0.80%	Belgium	Europe	7,51,930
24	South Africa	Africa	6,04,14,495	0.87%	5,20,610	50	12,13,080	58,496	2.3	28	69%	0.75%	Argentina	Americas	6,27,511
25	Italy	Europe and Northern Asia	5,88,70,762	-0.28%	-1,66,712	200	2,94,140	58,496	1.3	48	72%	0.73%	Sweden	Europe	6,21,833
26	Kenya	Asia	5,51,00,586	1.99%	10,73,099	97	5,69,140	-10,000	3.2	20	31%	0.68%	Ireland	Europe	5,97,110
27	Myanmar	Asia	5,45,77,997	0.74%	3,98,691	84	6,53,290	-34,998	2.1	30	33%	0.68%	Norway	Europe	5,89,569
28	Colombia	South America and the Caribbean	5,20,85,168	0.41%	2,11,144	47	11,09,500	-1,75,051	1.7	32	81%	0.65%	Austria	Europe	5,46,768
29	South Korea	Asia	5,17,84,059	-0.06%	-31,751	533	97,230	29,998	0.9	44	82%	0.64%	Israel	Asia	5,26,182
30	Uganda	Africa	4,85,82,334	2.82%	13,32,749	243	1,99,810	-1,26,181	4.4	16	29%	0.60%	Thailand	Asia	5,21,688
31	Sudan	Africa	4,81,09,006	2.63%	12,34,802	27	17,65,048	-9,999	4.3	19	35%	0.60%	United Arab Emirates	Asia	5,12,193



## DASHBOARD:



## Conclusion:

The development of an Excel-based data visualization dashboard for analyzing global demographic and economic trends represents a significant contribution to data-driven decision-making processes. By providing users with a powerful tool for exploration and analysis, the dashboard empowers stakeholders to gain actionable insights and drive positive outcomes in a rapidly evolving global landscape.

The conclusions drawn from the analysis:

### 1. Population Trends:

- China has the largest population among the listed countries, followed by India and the United States.
- Nigeria and Pakistan also have significant populations, ranking fourth and fifth respectively.

### 2. Fertility Rate:

- Nigeria has the highest fertility rate among the listed countries, followed by Pakistan and India.
- Japan has the lowest fertility rate, indicating a potential demographic challenge in terms of population aging.

### 3. Land Area:

- Russia has the largest land area among the listed countries, followed by China and the United States.

- Bangladesh has the smallest land area, indicating potential challenges related to space for population growth and development.

#### 4. Population Density:

- Bangladesh has the highest population density among the listed countries, followed by Japan and Pakistan.
- Russia has the lowest population density due to its vast land area and relatively smaller population.

#### 5. GDP (Gross Domestic Product):

- The United States has the highest GDP among the listed countries, followed by China and Japan.
- Despite having a large population, India's GDP is lower compared to its population size, indicating potential economic challenges.

#### 6. Economic Efficiency:

- Japan has a relatively high GDP per capita despite its lower population, indicating economic efficiency and productivity.
- China's GDP, while ranking high overall, is moderated by its large population, resulting in a lower GDP per capita compared to the United States.

#### 7. Population Growth Potential:

- Countries with high fertility rates like Nigeria, Pakistan, and India may experience significant population growth in the coming years, potentially impacting infrastructure, resources, and socio-economic development.
- Countries with low fertility rates like Japan may face challenges related to aging populations and workforce shortages, which could impact economic growth and sustainability.

#### 8. Resource Management:

- High population density countries like Bangladesh and Japan need to focus on efficient resource management, urban planning, and sustainable development to support their populations.
- Countries with vast land areas like Russia and Canada may have opportunities for resource extraction and development, but they also need to consider environmental sustainability and conservation efforts.



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- This source provides comprehensive data on various development indicators, including population, GDP, and other socio-economic factors.

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- The UN's World Population Prospects offers extensive data and projections regarding global population trends and demographics.

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- The IMF's DataMapper tool offers access to various economic data, including GDP, GDP growth rates, and other macroeconomic indicators.

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- Gapminder World provides interactive visualizations of global development data, including population, GDP per capita, and other socio-economic metrics.

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- This resource offers insights into economic growth trends worldwide, including discussions on GDP, GDP per capita, and their implications.

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- The CIA World Factbook provides comprehensive country profiles, including data on population, GDP, and other key indicators.

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- Eurostat offers access to a wide range of statistical data related to the European Union, including population, GDP, and other socio-economic indicators

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