

# Data Analytics

## Project Report

Analysis of what are the most impactful factors that influencing people's happiness

By: Albert Senoadji JR

### 1. Introduction

This research is conducted in order to fulfill the writer's curiosity about what are the factors that influencing people's happiness. The curiosity comes from the recent topics about mental health. Mental health is a state of someone's psychological, emotional, and social well-being. Mental health can affect someone's attitude, behavior, and mindset so that people suffering mental illness can be hardly influenced on his life. From those driving factors, the writer wants to know the factors so that people or even stakeholders know what factor to take care of better. So that people can have a better mental health through happiness.

### 2. Data Requirements

The data used is taken from Kaggle.com. Source: <https://www.kaggle.com/datasets/mathurinache/world-happiness-report>. This

dataset tells us about the world's happiness rank in 2022 and its possible influencing factors.

### 3. Data Analysis and Visualization

The dataset of world's happiness report is analyzed by using Key Influencers visual on PowerBI. Key Influencers is used to understand what are the factors that drive certain metrics. This helps us to see what are the factors that influencing people's happiness, and know the importance of each of it.

#### 3.1 Freedom to Make Life Choices towards Happiness Score

This data helps us to understand how the freedom to make life choices could affect people's happiness. Freedom to make life choices shows the ability of people in choosing their own life decisions, their own values and preferences as everyone has the right to their autonomy and independence. The freedom to make life choices could helps people to be happier as they live by their own decisions, and their life meaning not by fear as their freedom is constrained by outer parties.

← On average when Freedom to make life choices increases, Happiness score also increases.

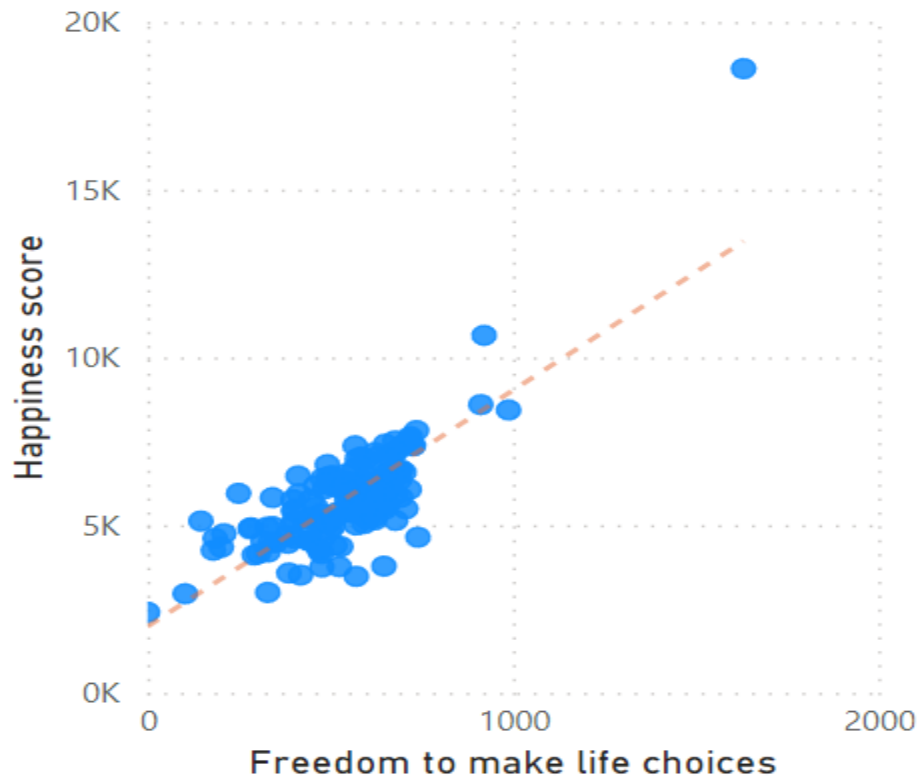


Figure 1. Freedom to make life choices towards Happiness Score

Based on the Key Influencers analysis above, we can conclude that the Freedom to Make Life Choices positively affecting people's Happiness Score. The higher the variable Freedom to Make Life Choices, the higher the Happiness Score would be.

### 3.2 GDP per Capita towards Happiness Score

GDP per capita is a metric that breaks down a country's GDP per person. This tells us the economic output of a nation per person. Which also determines the prosperity of a nation based on economic growth per person. This GDP per Capita metric sometimes considered as a nation's standard living measurement.

← On average when GDP per capita increases, Happiness score also increases.

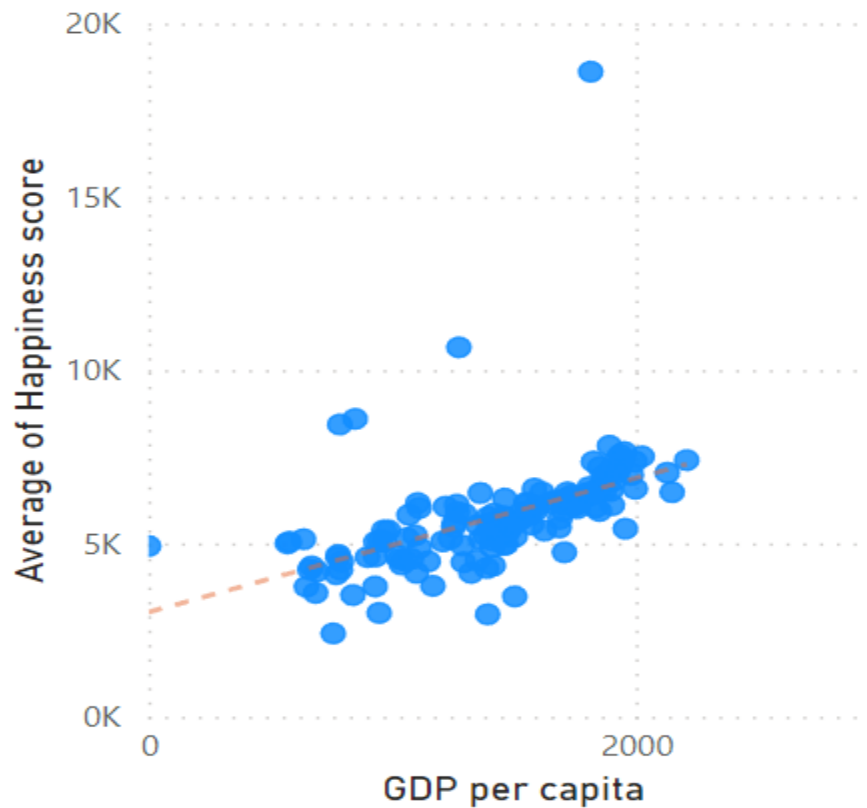


Figure 2. GDP per Capita towards Happiness Score

Based on the Key Influencers analysis above, we can conclude that the GDP per Capita positively affecting people's Happiness Score. The higher the variable GDP per Capita, the higher the Happiness Score would be.

### 3.3 Generosity towards Happiness Score

The Generosity criteria measures how often, and how willing people in a nation to help others and strangers, to donate money, and even volunteering time.

← On average when Generosity increases, Happiness score also increases.

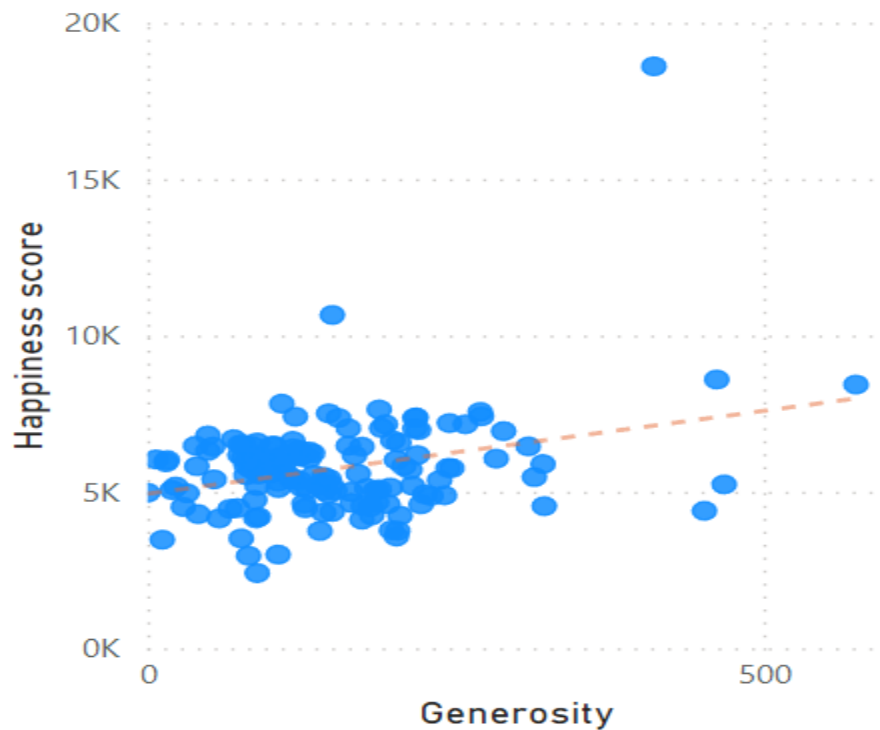


Figure 3. Generosity towards Happiness Score

Based on the Key Influencers analysis above, we can conclude that the Generosity positively affecting people's Happiness Score. The higher the variable Generosity, the higher the Happiness Score would be.

### 3.4 Healthy Life Expectancy towards Happiness Score

Healthy Life Expectancy measures the expected number of years of life spent in a good health. This metric usually used to measure it from certain age. Healthy Life Expectancy shows us the quality of living, quality of lifestyle, and even quality of health access in a certain nation.

← On average when Healthy life expectancy increases, Happiness score also increases.

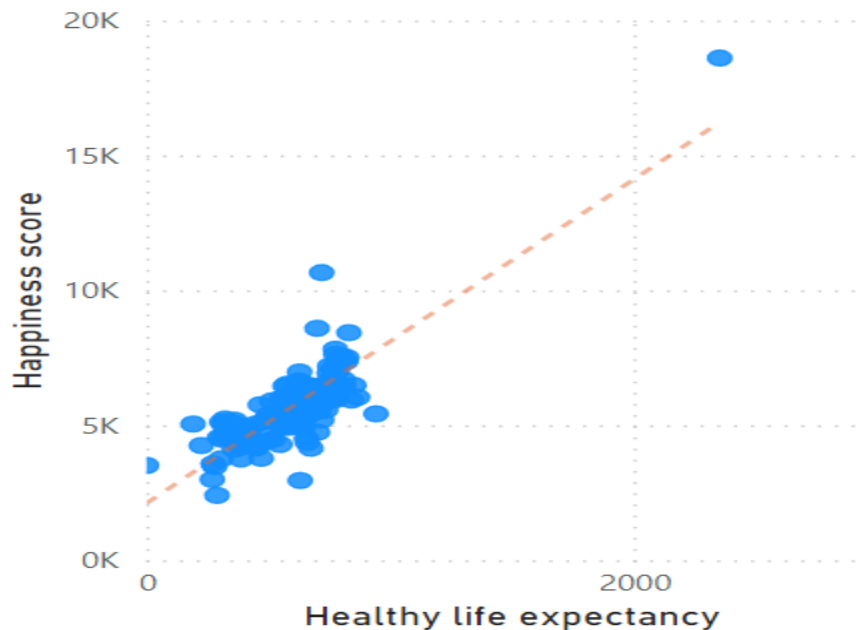


Figure 4. Healthy Life Expectancy towards Happiness Score

Based on the Key Influencers analysis above, we can conclude that the Healthy Life Expectancy positively affecting people's Happiness Score. The higher the variable Healthy Life Expectancy, the higher the Happiness Score would be.

### 3.5 Perceptions of Corruption towards Happiness Score

This metric is to measure the public's and expert opinion and perception towards the rate of corruption in their nation. The perceptions of corruption also tells us the public's trust and confidence towards their nation, on how they trust their governance to not do corruption.

← On average when Perceptions of corruption increases, Happiness score also increases.

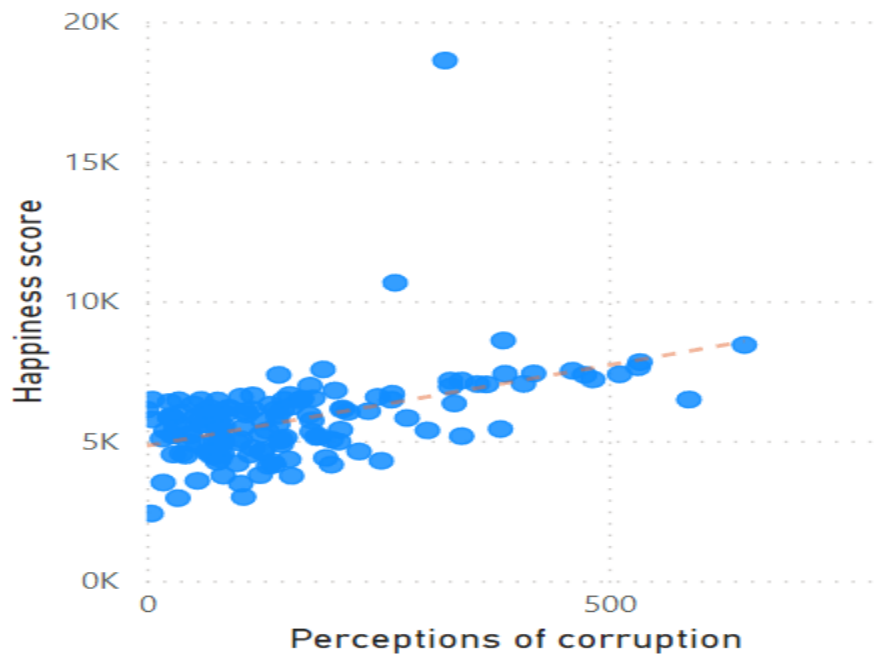


Figure 5. Perceptions of Corruption towards Happiness Score

Based on the Key Influencers analysis above, we can conclude that the Perceptions of Corruption positively affecting people's Happiness Score. The higher the variable Perceptions of Corruption, the higher the Happiness Score would be.

### 3.6 Social Support towards Happiness Score

Social Support means physical and emotional assistance from the network that someone has. The network means like family, friends, and community. As a social being, we live by the needs of other people, our relation, communication and assistance for our daily life and problems.

← On average when Social support increases, Happiness score also increases.

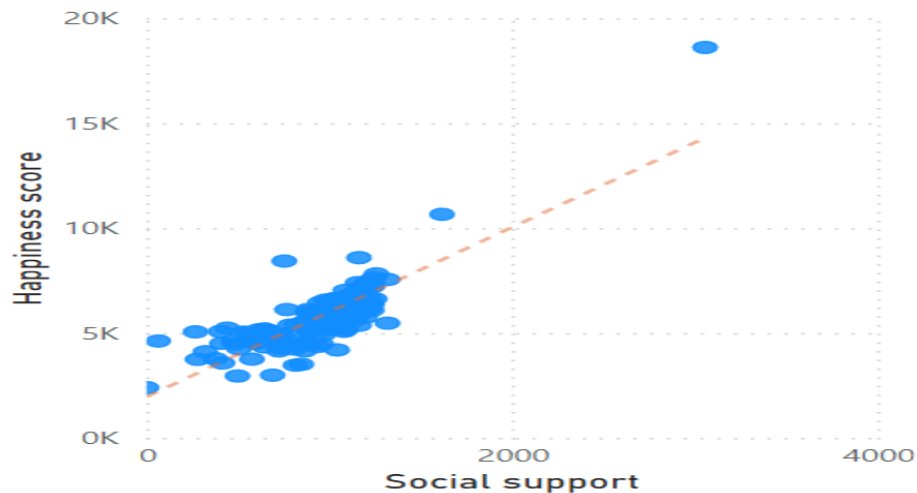


Figure 6. Social Support towards Happiness Score



Based on the Key Influencers analysis above, we can conclude that the Social Support positively affecting people's Happiness Score. The higher the variable Social Support, the higher the Happiness Score would be.

#### 4. Conclusion

##### Key influencers   Top segments

What influences Happiness score to  ?

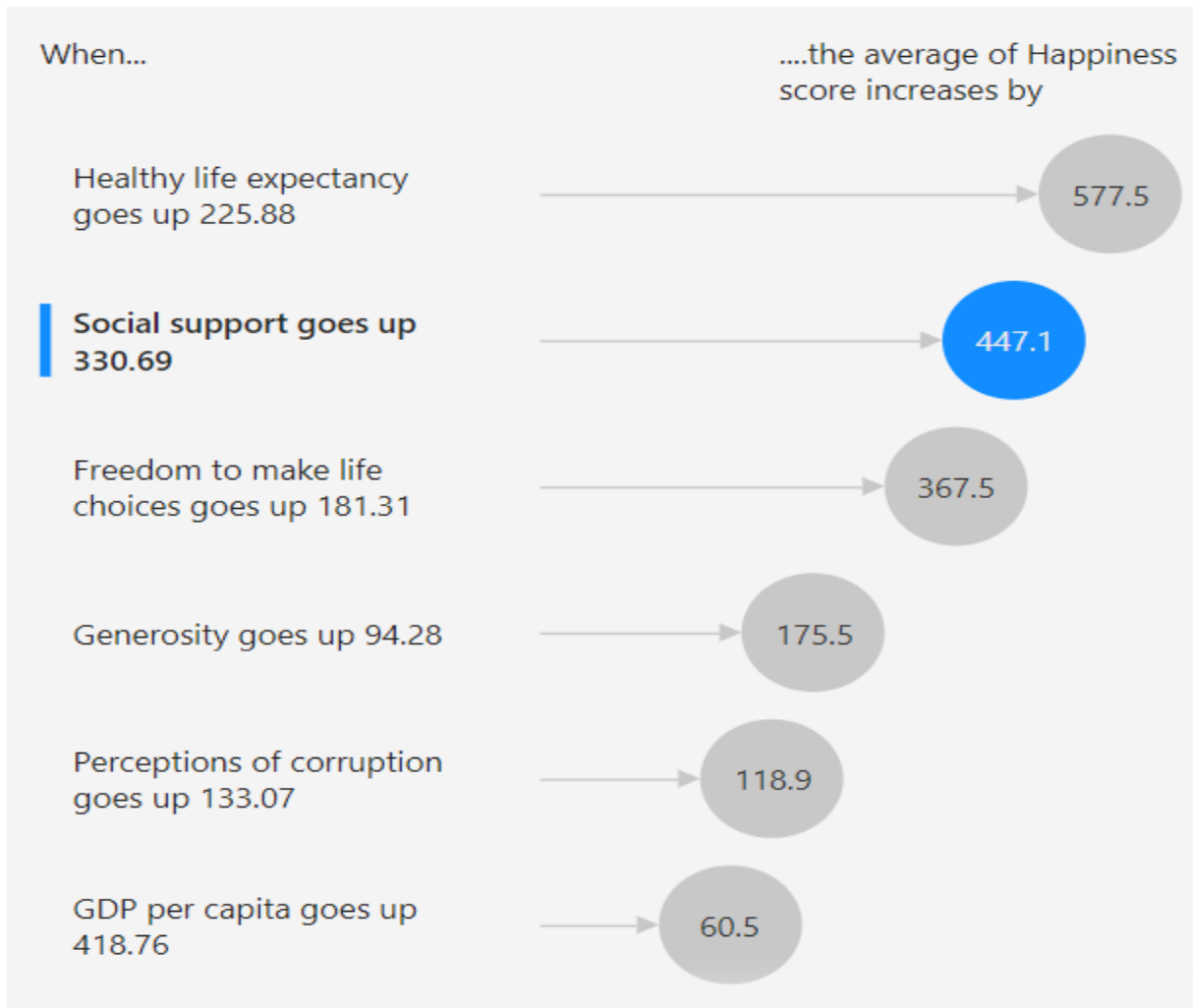


Figure 7. Conclusion

As shown by the Figure 7 above, we can conclude that the most influential factor of people's Happiness Score is Healthy Life Expectancy. This findings can help government and other stakeholder related to Healthy Life Expectancy to develop

its product and services, to give a better condition to improve people's mental health.