



# World Happiness Report

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# Executive Summary

The World Happiness Report, which ranks around 150 countries on their happiness, was first published in 2012. It is a landmark survey on the state of global happiness and has continued to gain global recognition since its inception. The scores come from a poll given to a nationally representative sample of each country and evaluate six factors: economic production, social support, life expectancy, freedom, absence of corruption, and generosity. The results can then be used to assess the progress of each nation and in this analysis, we will explore trends in happiness and determine which factors contribute the most to a country's rank.

## Data Sources

<https://www.kaggle.com/datasets/unsdsn/world-happiness>

<https://www.kaggle.com/datasets/londeen/world-happiness-report-2020>

<https://www.kaggle.com/datasets/ajaypalsinghlo/world-happiness-report-2021>

<https://www.kaggle.com/datasets/ajaypalsinghlo/world-happiness-report-2022>

## Limitations and Ethics

- Gallup administers the polls and they say that they survey around 1,000 people per country. They claim that this gives a reasonably good estimate at the national level, but this number may be too small to accurately gauge the sentiments of an entire nation.
- The report from 2022 is based on a three-year-average from 2019-2021.
- Some years, data is not collected from all countries, so the total number of countries represented yearly fluctuates between 146-158.

## Data Cleaning and Consistency Checks

- Each individual data sets were consolidated into one containing all years
- Non-essential columns were removed
- Country names were adjusted to be consistent throughout all years
- Excel formula created to find the missing Dystopia Score from the 2018 and 2019 data sets

## Data Profile

- Cleaned data set rows and columns: 1230 x 11

| Column                        | Column Description   | Data Type                |
|-------------------------------|--|--------------------------|
| Year                          | Defines year of report   | Qualitative, Ordinal     |
| Country                       | Defines country  | Qualitative, Nominal     |
| Happiness Rank                | Defines overall rank   | Quantitative, Continuous |
| Happiness Score               | Defines overall score  | Quantitative, Continuous |
| Economy (GDP per Capita)      | GDP per capita is in terms of Purchasing Power Parity (PPP)                            | Quantitative, Continuous |
| Social Support                | Defines if someone has friends or family for support                                   | Quantitative, Continuous |
| Health (Life Expectancy)      | Defines life expectancy at birth   | Quantitative, Continuous |
| Freedom                       | Defines freedom to make life choices   | Quantitative, Continuous |
| Trust (Government Corruption) | Defines overall perception of corruption in the government                             | Quantitative, Continuous |
| Generosity                    | Defines if the participant has donated money within the past month                     | Quantitative, Continuous |
| Dystopia Residual             | Used as benchmark against which to compare contributions from each of the six factors. | Quantitative, Continuous |

## Questions to Explore

- Historically, which countries are in the top ten?
- Historically, which countries are in the bottom ten?
- Which factor(s) contribute the most to a country's score?
- How has COVID affected, if at all, overall happiness for participating countries?