WHAT MAKES PEOPLE HAPPY?

CAPSTONE PROJECT

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WHAT FACTORS INFLUENCE HAPPINESS AND HOW CAN WE IMPROVE IT?

OBJECTIVE :

- Identify the factors most strongly associated with happiness

- Provide actionable recommendations for people and governments to enhance happiness levels.

Key Questions:

- Which factors contribute most to happiness?

- How can countries and individuals focus resources effectively to improve happiness?

Approach:

- Data Analyzed: Happiness scores, GDP per Capita, Social Support, Freedom to Make Life Choices, Generosity, and Perceptions of Corruption (data for 2018–2019).

- Methods Used:

  (1) Univariate Analysis: Histogram

  (2) Bivariate Analysis: Correlation Heatmap & Scatterplots

Preview:

- Insights from correlation and scatterplots will guide recommendations.

- Economic stability, social systems, and personal autonomy emerge as key focus areas.

KEY HAPPINESS FACTORS -
UNDERSTANDING THE DISTRIBUTION
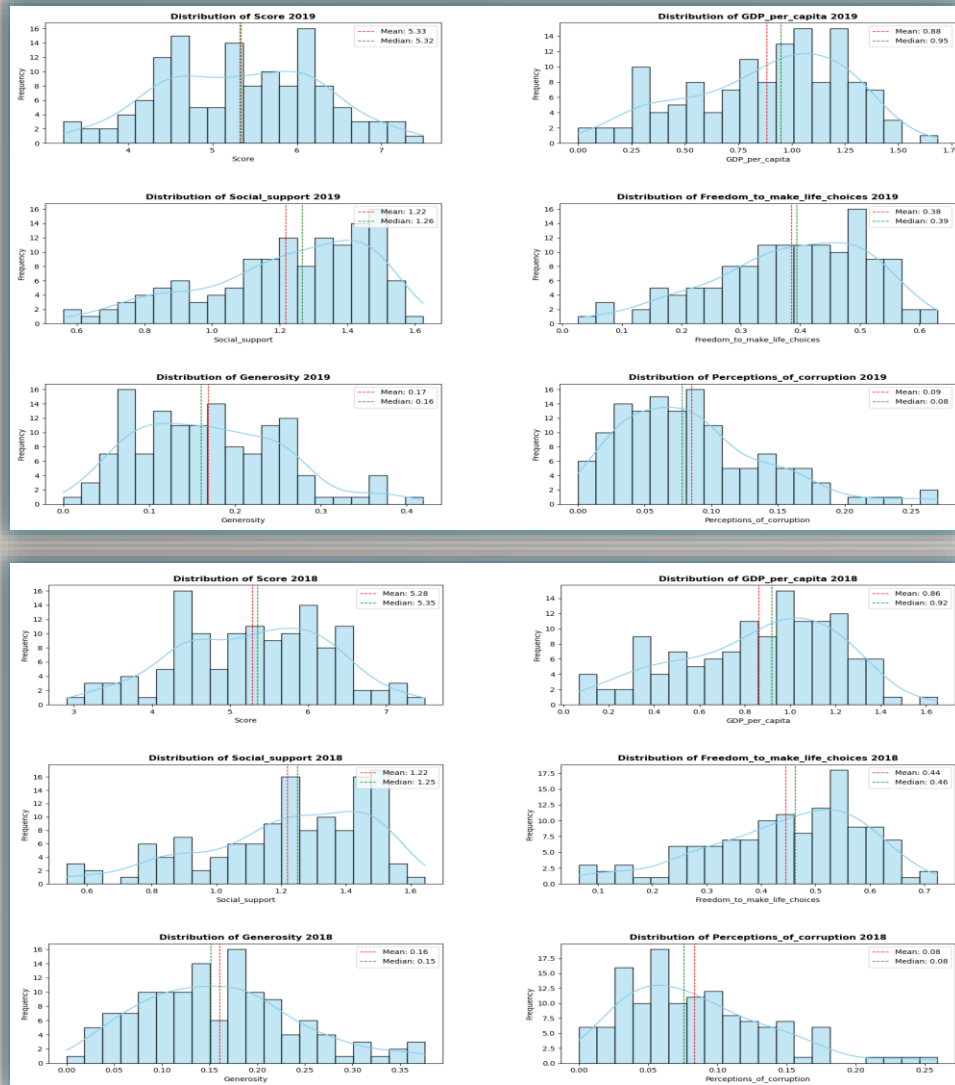
Key Observations

- **Happiness Score**: Normally distributed, with most countries clustering around average happiness levels.

- **GDP per Capita**: Concentrated in mid-to-high values, reflecting global economic strength with fewer countries at very low GDP.

- **Social Support**: Slightly left-skewed, showing most countries report high social support, but a few significantly lag.

- **Freedom to Make Life Choices**: Left-skewed, with most countries experiencing moderate-to-high freedom. However, a decline is noticeable in 2019.

- **Generosity**: Right-skewed, with most countries reporting low generosity and a few high-value outliers.

- **Perception of Corruption**: Right-skewed, reflecting prevalent concerns about corruption worldwide.
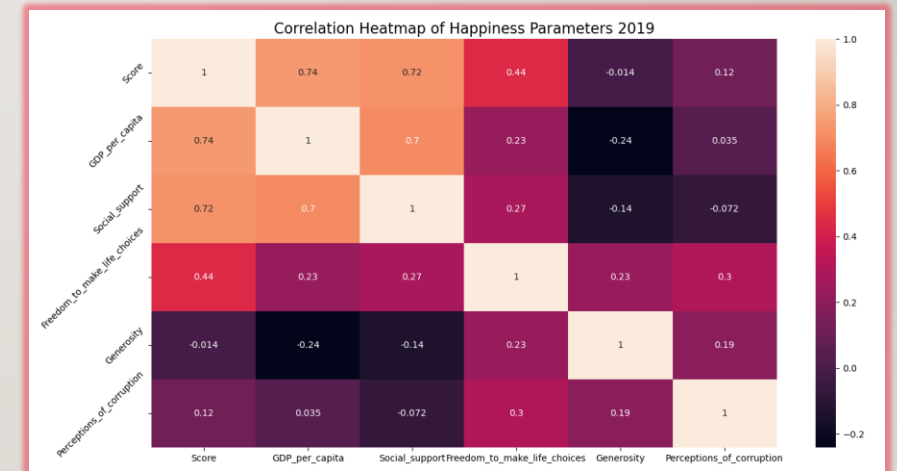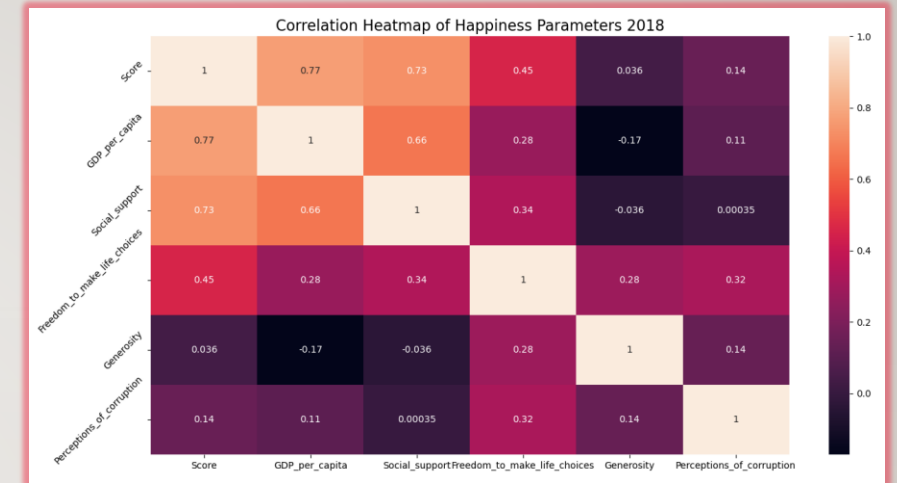
Key Insights

- Positive Contributors: **GDP per capita** and **Social Support** are strongly associated with happiness.

- Challenges: Decline in **Freedom to Make Life Choices** and persistent low **Generosity** in most countries may hinder happiness levels.

- Global Issue: High Perception of Corruption remains a barrier to well-being.

KEY DRIVERS OF HAPPINESS -
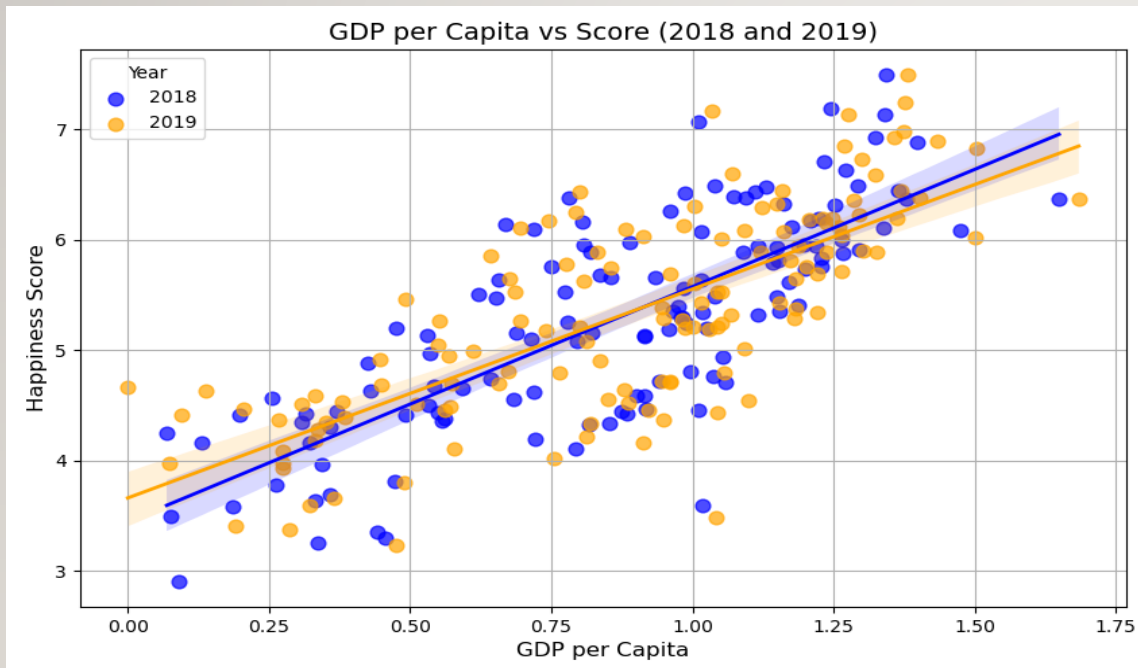## *CORRELATION ANALYSIS*

Key Insights

➢ Strong Positive Correlations (both years):
- **GDP per Capita** vs Happiness **Score**: Economic prosperity is a key factor for happiness.
- **Social Support** vs Happiness **Score**: Social support is a major contributor to happiness levels.

➢ Moderate Positive Correlation (both years):
- **Freedom to Make Life Choices** vs Happiness **Score**: Freedom contributes positively to happiness but not as strongly as GDP or social support.

➢ Minimal Correlation (both years):
- **Generosity** vs Happiness **Score**: Weak correlation, suggesting that generosity does not significantly influence happiness.
- **Perceptions of Corruption** vs Happiness **Score**: Similarly weak correlation, indicating corruption perceptions are not strong predictors of happiness.

➢ Relationships Among Predictors:
- **GDP per Capita** and **Social Support**: These two variables show a strong correlation in both years, suggesting a connection between economic prosperity and social support systems.

➢ Yearly Comparison:
- **GDP per Capita, Social Support, Freedom**: The correlations between these factors remain consistent across both years, indicating their ongoing importance in determining happiness.

Correlation Heatmap of Happiness Parameters 2018

Correlation Heatmap of Happiness Parameters 2019

ECONOMIC FACTOR –
GDP PER CAPITA VS HAPPINESS SCORE


GDP per Capita vs Score (2018 and 2019)

Key Insights

- **Strong Positive Correlation**:
    - Both years show an **upward trend**, indicating a positive correlation between **GDP** and **Happiness Score**.
    - Countries with higher **GDP** generally achieve higher **happiness scores**.

- **Consistency Over Time**:
    - The trend lines for 2018 and 2019 are very similar, suggesting that the relationship between **GDP and happiness score** remained consistent across the two years.

- **General Trend**:
    - **GDP per Capita** is a **significant predictor** of happiness, as indicated by the consistent positive correlation between the two variables.

SOCIAL FACTOR –
SOCIAL SUPPORT VS HAPPINESS SCORE


Social support vs Score (2018 and 2019)
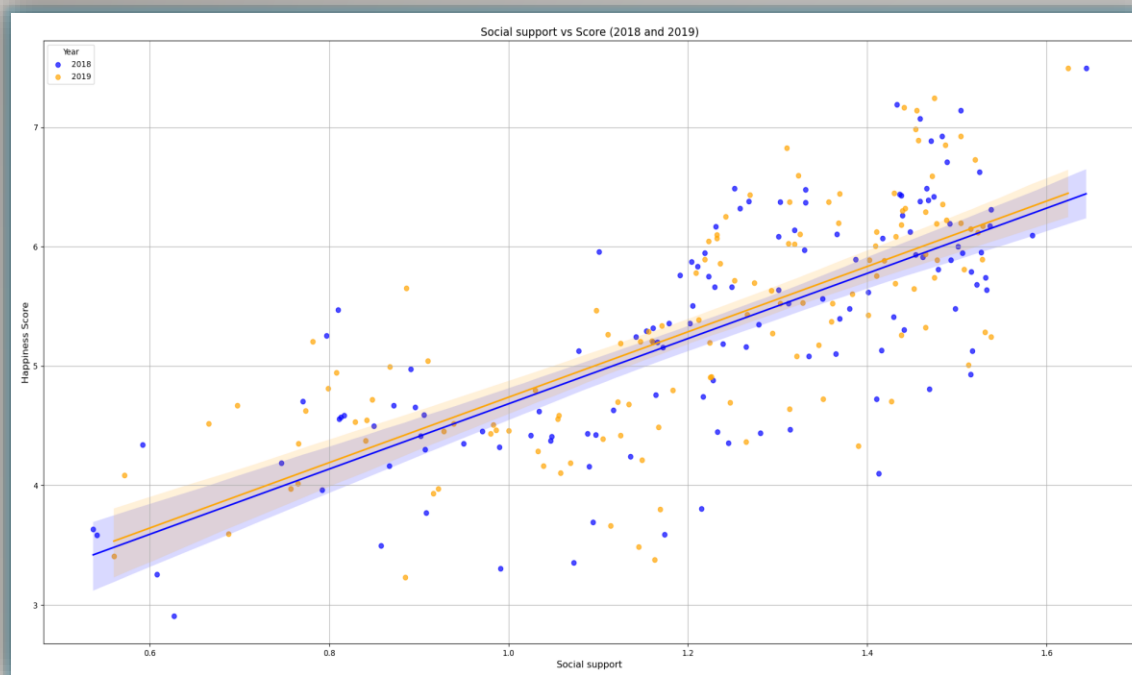
Key Insights

- **Positive Correlation**:
  - Both years show a **positive linear trend**, indicating that **higher social support** values generally correspond to **higher happiness scores**.

- **Consistency Over Time**:
  - The regression lines **for 2018 and 2019** are nearly identical, suggesting the relationship between **social support** and **happiness score** has been **stable** across the years.

- **Impact of Social Support**:
  - **Social support** emerges as a **key determinant** of happiness, with a strong and consistent positive correlation in both years.

SECONDARY FACTOR –
FREEDOM TO MAKE LIFE CHOICES <u>VS</u> HAPPINESS SCORE

Freedom_to_make_life_choices vs Score (2018 and 2019)
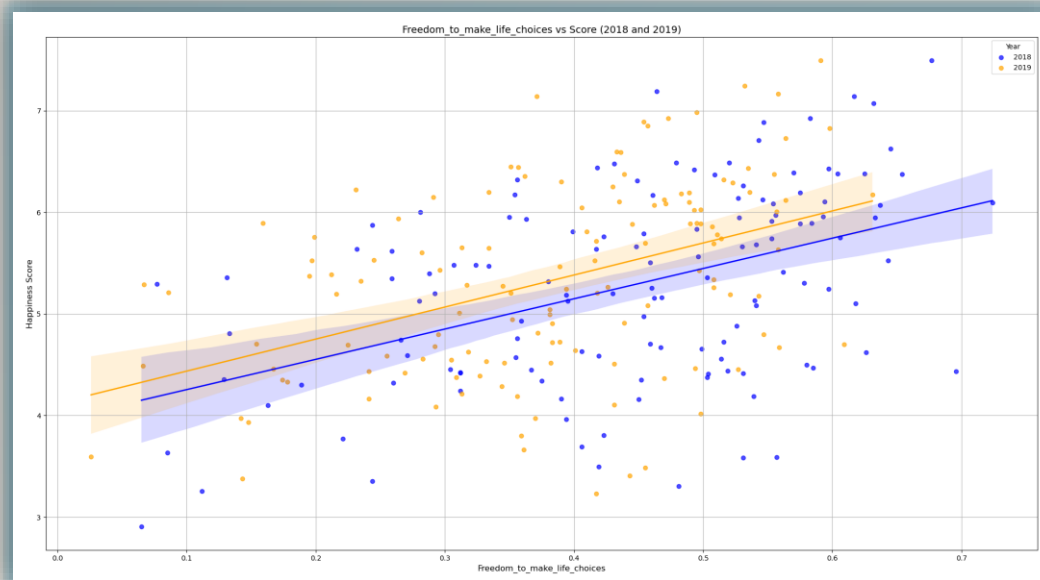
Key Insights

- **Positive Correlation**:
  - Countries with **greater freedom to make life choices** tend to have **higher happiness scores**, evident from the consistent positive trend across both years.
  - This underscores the **importance of autonomy** and its link to well-being.

- **Moderate Strength of Correlation**:
  - The relationship is **weaker than GDP or social support**, suggesting that while freedom is significant, it is not the sole determinant of happiness.

- **Consistency Across Years**:
  - The regression lines for 2018 and 2019 are nearly identical, showing that the relationship between freedom and happiness is **stable over time**.

CROSS-FACTOR –
GDP PER CAPITA VS SOCIAL SUPPORT

GDP_per_capita vs Social_support (2018 and 2019)
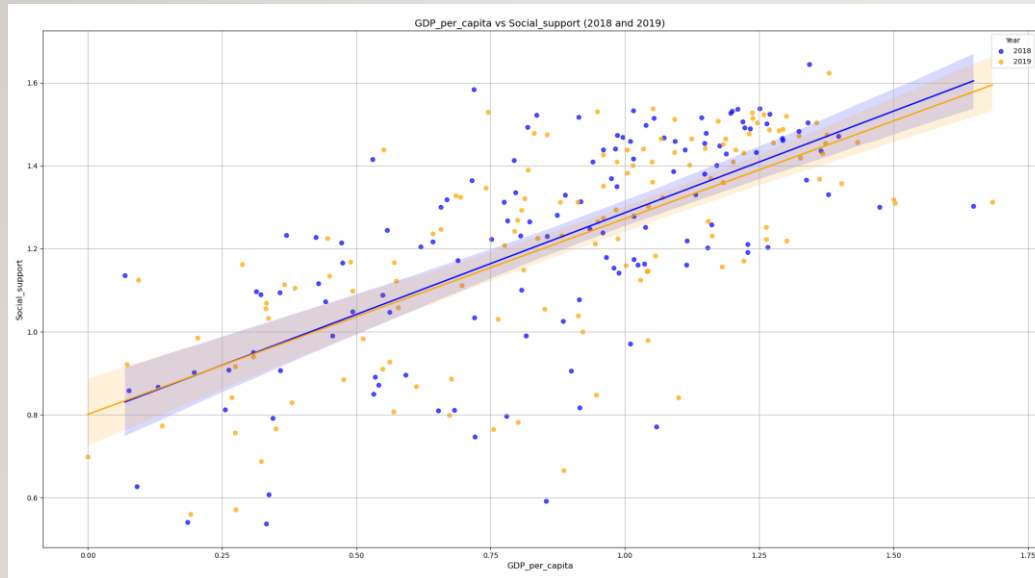
Key Insights

- **Positive Correlation**:
  - **Higher GDP per Capita** is strongly associated with **greater social support.**

- **Stability Across Years**:
  - The overlapping regression lines for 2018 and 2019 indicate a **stable relationship** between **GDP** and **social support** over time.

- **Variability at Lower GDP**:
  - Among **low-GDP countries**, there is a **wider spread** in social support values, showing that some nations manage strong **social support** despite limited resources, while others struggle.

- **Wealth Enables Social Support**:
  - Wealthier countries often allocate resources to healthcare, welfare systems, and community programs, strengthening their social support structures.

PATHWAYS TO HAPPINESS:
KEY FACTORS AND NEXT STEPS

Factors for a Happier Life

(1) **Economic Stability (GDP per Capita)**:
  - The **most significant driver of happiness**, indicating that financial well-being is essential for meeting basic needs and improving quality of life.
  - Countries with higher GDP per capita consistently achieve higher happiness scores.

(2) **Strong Social Support**:
  - A **critical factor for emotional and societal well-being**.
  - High levels of social support strongly correlate with happiness.

(3) **Personal Autonomy (Freedom to Make Life Choices)**:
  - **Moderately impactful**, contributing to individual fulfillment and life satisfaction.
  - Greater personal freedom fosters happiness.

Recommendations

- **For Governments:**
  - **Invest in Economic Stability**:
    - Promote policies fostering GDP growth and equitable resource distribution.
    - Support industries that create sustainable economic opportunities.
  - **Strengthen Social Systems**:
    - Enhance access to affordable healthcare, welfare, and education.
    - Foster community-based initiatives to build stronger social bonds.
  - **Encourage Personal Freedom**:
    - Promote democratic values and remove systemic barriers (e.g., corruption, discrimination).
    - Implement policies supporting education, equal opportunities, and individual autonomy.

- **For Individuals:**
  - **Engage in Community Activities**:
    - Build and maintain strong social connections.
  - **Pursue Personal Goals**:
    - Align actions with personal values and aspirations.
    - Seek environments that provide autonomy and opportunities for self-expression.

"Building happiness requires a balanced approach — economic, social, and personal."

THANK YOU