World Happiness Report

Visual analysis and strategic insights

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For a full interactive experience and to explore trends in detail, check out the dashboard on Tableau public

Objective of the project

Analyze the levels of happiness in countries around the world through data from the World Happiness Report, with the aim of identifying the main factors that influence well-being and differences between countries.

- Measuring Global Happiness

- Comparing Countries and Regions

- Identifying Areas for Improvement

📚 Data Source

The data used in this project comes from the World Happiness Report dataset, available on *Kaggle*:

🔗 World Happiness Report – Kaggle Dataset

This dataset includes annual happiness scores and the contributing factors for over 150 countries, from 2015 to 2019. It is based on survey data collected by the Gallup World Poll and includes both quantitative indicators and subjective perceptions.
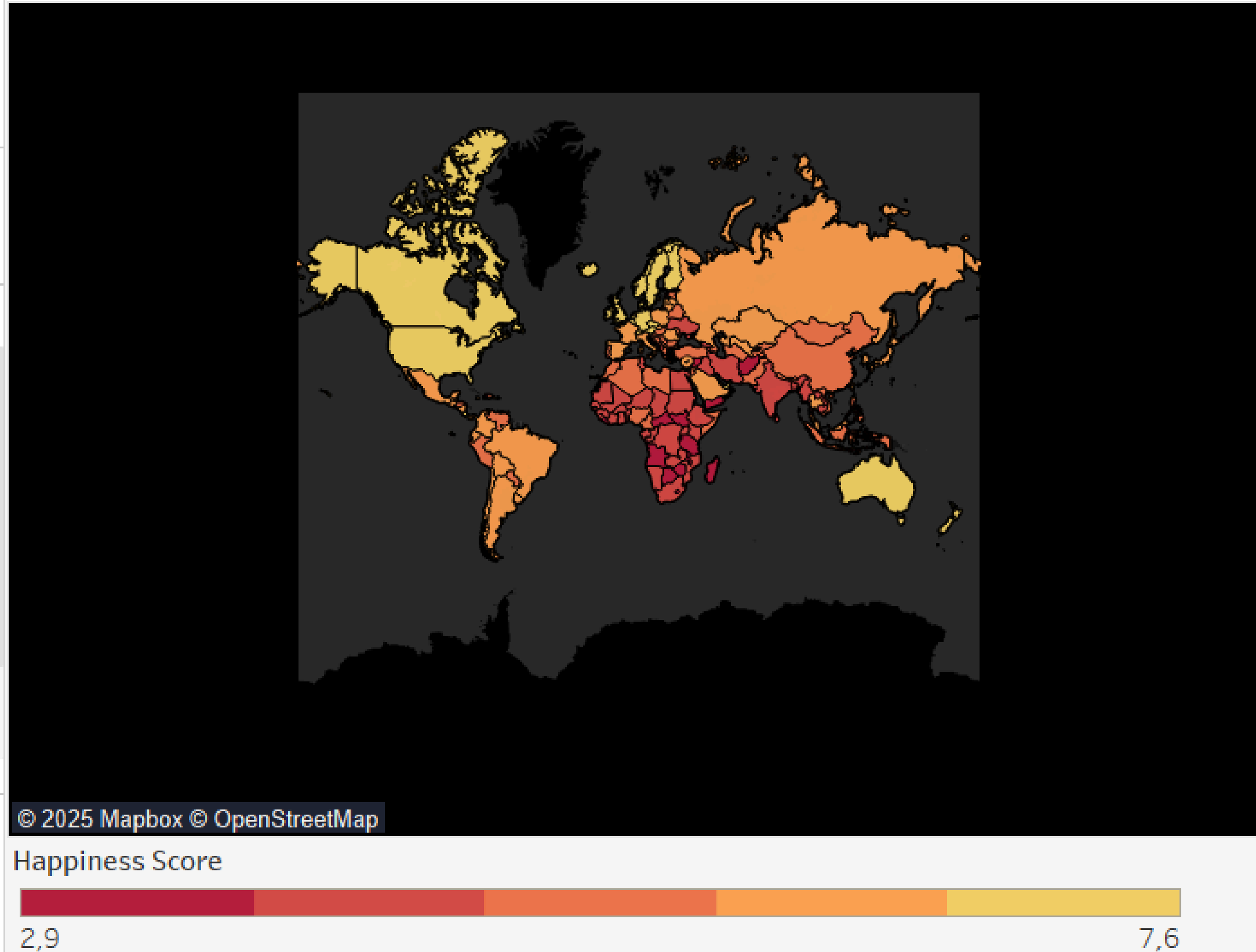
🌍 Overview: Happiness Score by Region (2015–2019)
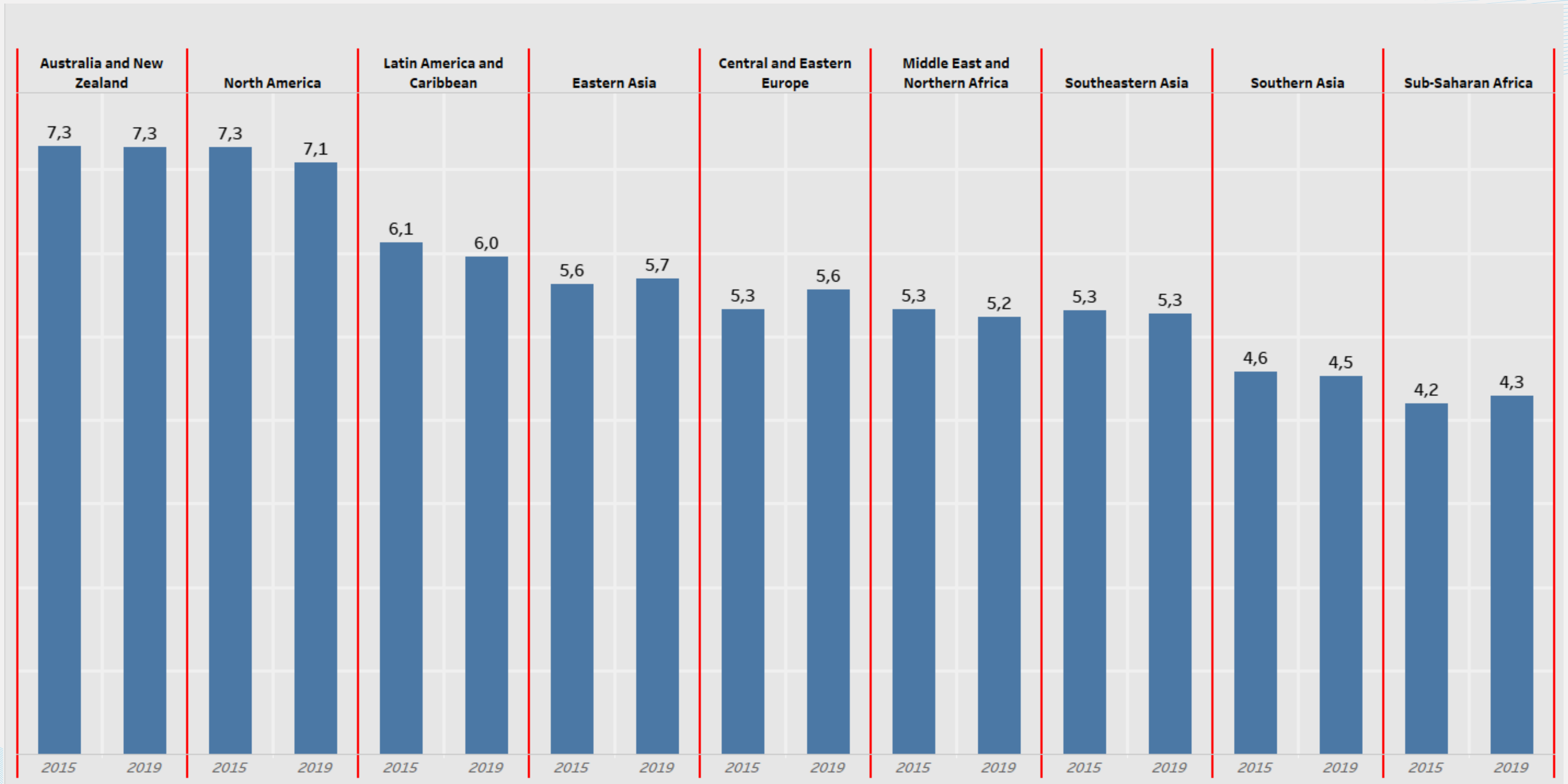
🌐 World Happiness Map – Year [2019]

Total Happiness score in the world

Select a country to visualize the percentage of each factor on the happiness score

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Happiness Score

2,9   7,6

🔄 The interactive dashboard allows you to explore data for each individual year.

📊 What Determines Happiness?

Each country's happiness score is based on *7 contributing factors:*

- **Family** - The perceived availability of emotional and social support from close relationships

- **Freedom** - The perceived freedom to make key life decisions.

- **Health** - General health and longevity of the population.

- **Generosity** - Based on levels of charitable giving and helping behavior.

- **Trust in government** - The level of trust in institutions and public officials.

- **GDP per capita** -   The economic status of the average person in a country

- **Dystopia residual** - Theoretical reference showing how much happier a country is compared to a made-up 'worst-case scenario'

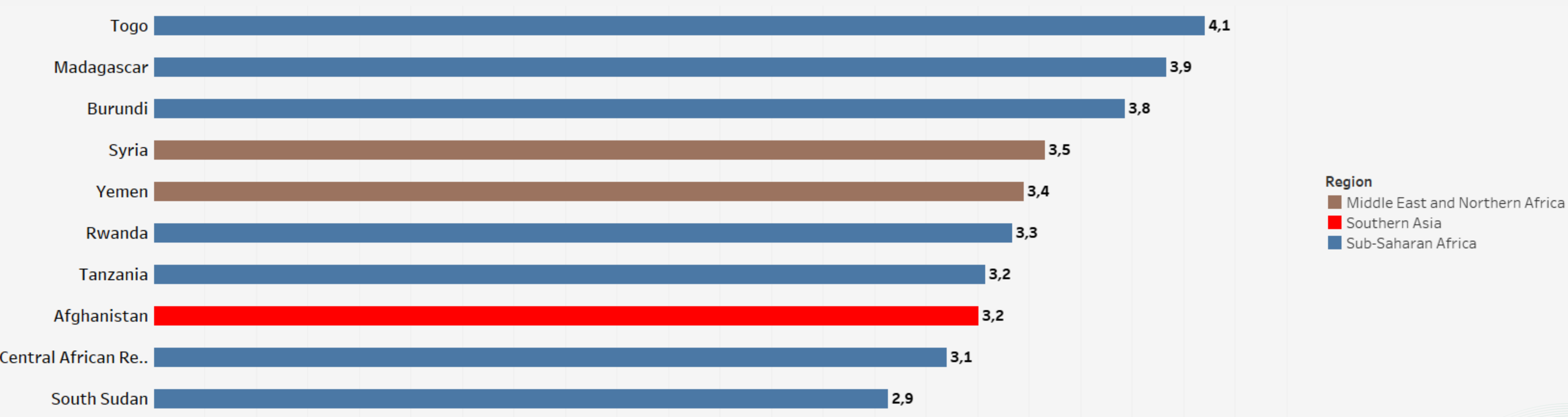# 🏆 Top 10 Happiest Countries – [2019]

The **Nordic countries** dominate the rankings, with Finland firmly in first place

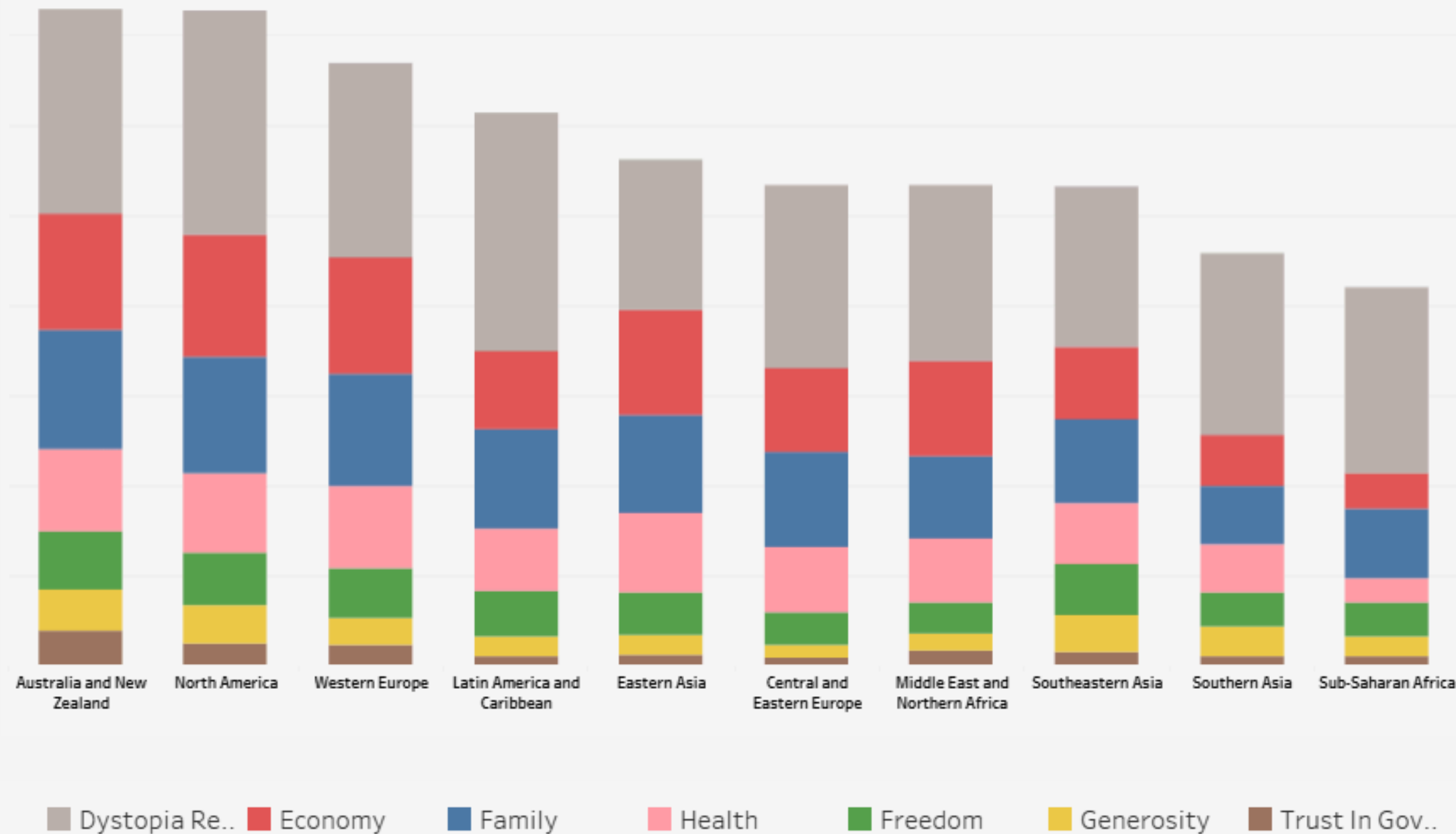📊 *Explore trends from 2015 to 2019 in the interactive version.*

Bottom 10 Happiest Countries – [2019]

Countries from **Sub-Saharan Africa** dominate the bottom, with notable variation in happiness scores.

🔍 What contributes to happiness? [2019]

Stacked bar chart showing the contribution of each happiness factor

Legend: Dystopia Re.. | Economy | Family | Health | Freedom | Generosity | Trust In Gov..

Regions (left to right): Australia and New Zealand, North America, Western Europe, Latin America and Caribbean, Eastern Asia, Central and Eastern Europe, Middle East and Northern Africa, Southeastern Asia, Southern Asia, Sub-Saharan Africa

🟦 Top tangible 3 factors across all regions:
- Family
- Economy
- Health

💡 Insight

- The happiness gap between regions is primarily influenced by the economy and health. More developed areas score higher, while less happy regions, like sub-Saharan Africa, show a downward trend, requiring improvements to reduce the global gap.

- The perception of how far a region is from the worst-case scenario (dystopia residual) remains constant. Regardless of improvements or declines in tangible factors (healthcare or economic), people's perception of how close or far they are from an extreme dystopian reality does not change.

Results and Next Steps

Happiness is strongly influenced by **family**, **economic status** and **healthcare**.
This suggests a direct link between well-being, economic stability, family support, and access to healthcare.
Regarding family, happiness levels remain stable everywhere.
However, the situation is different when it comes to health and the economy, where the differences are more evident

🏛 Social policies and healthcare are crucial for boosting happiness.

Regions with lower scores can improve by enhancing access to these resources

Next Steps: Adapt local policies to improve social well-being in areas with lower happiness scores, *with a particular focus on healthcare and the economy.*