

Group: VISIODATA SQUAD



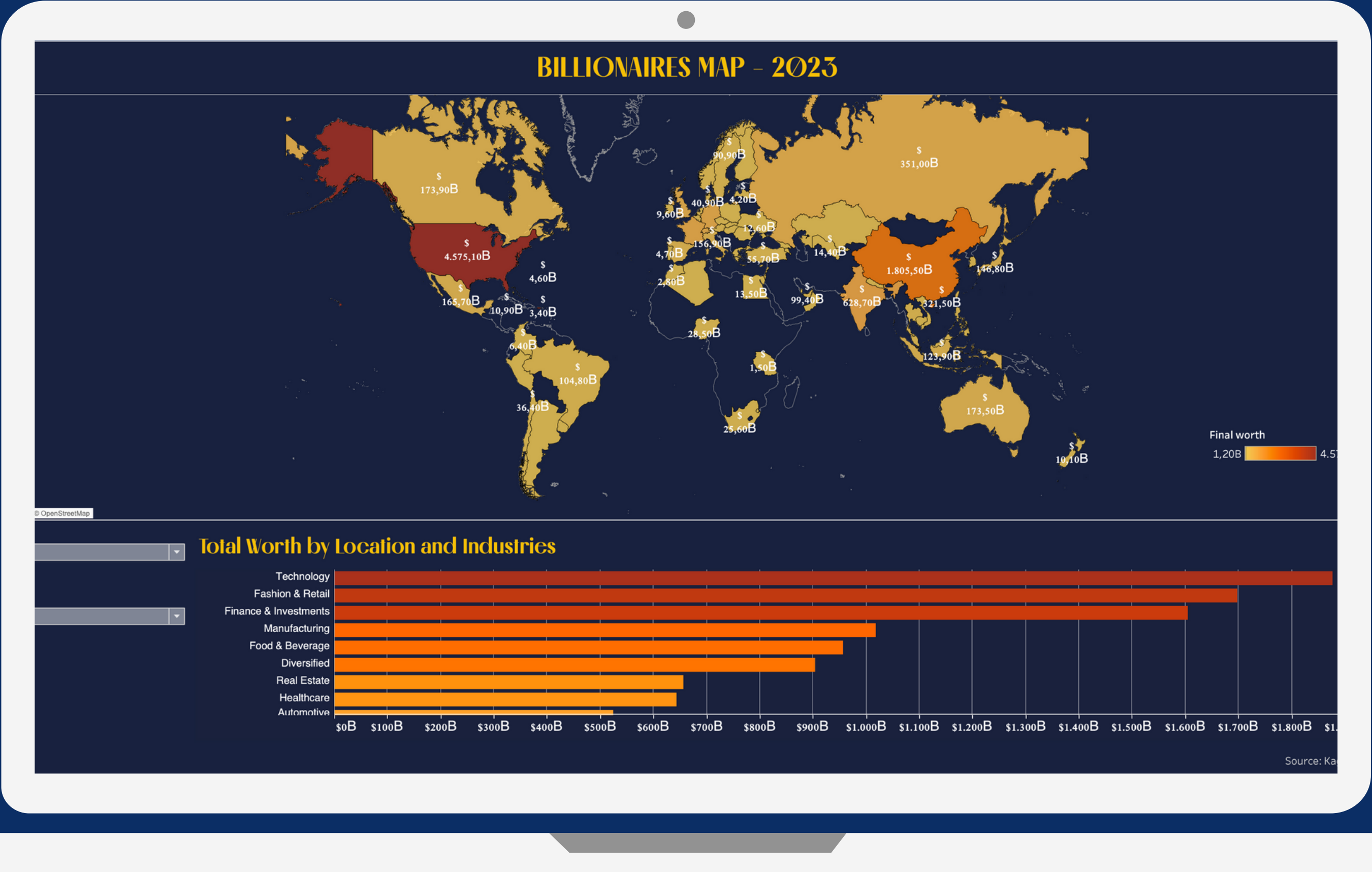
# GOLDEN HOUR

Capriati Niklas  
Cardinali Andrea  
Finelli Sara  
Granita Kingsley  
Mongiello Federica  
Pirato Gabriele



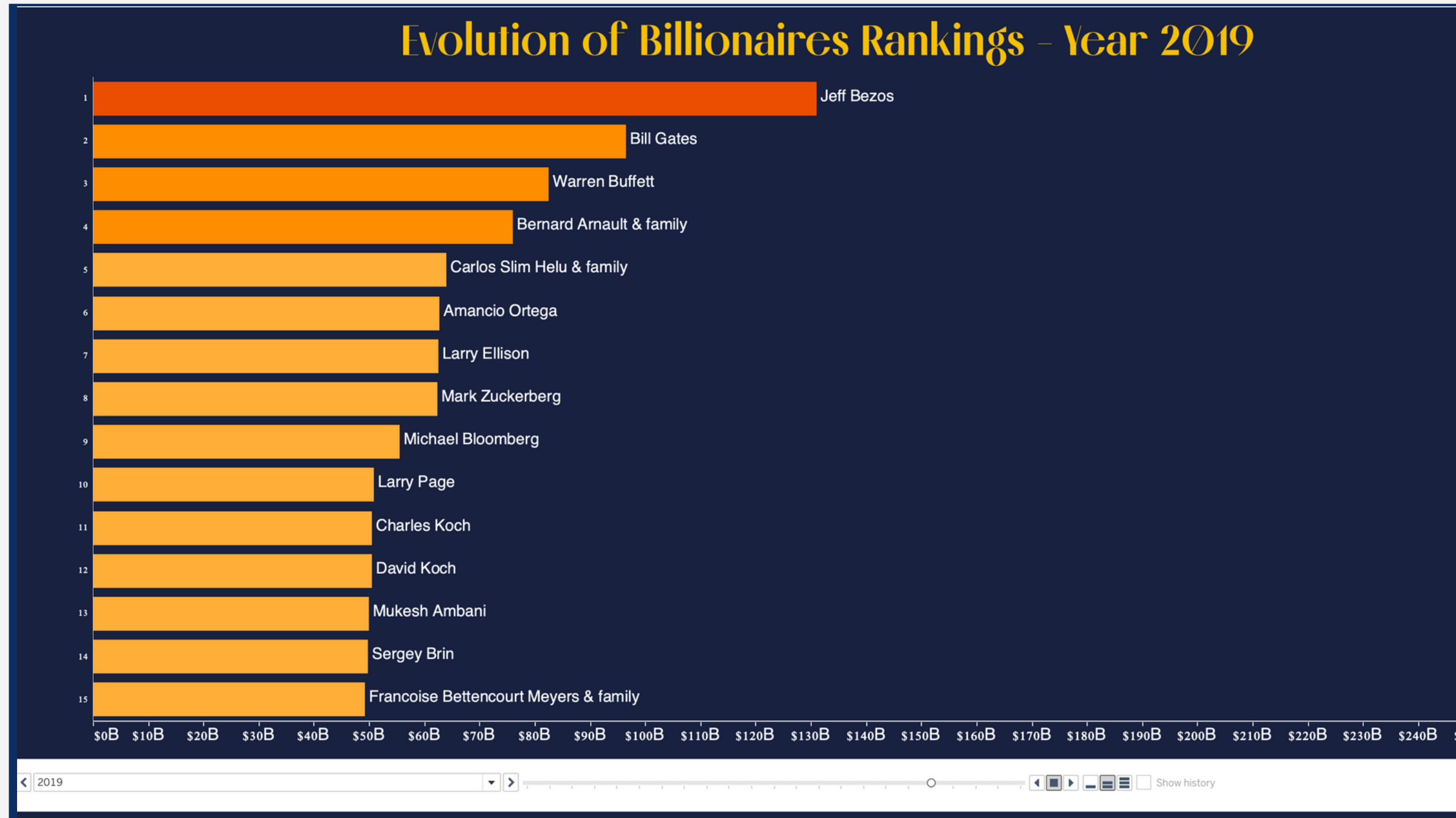
# DASHBOARD

1



# DASHBOARD

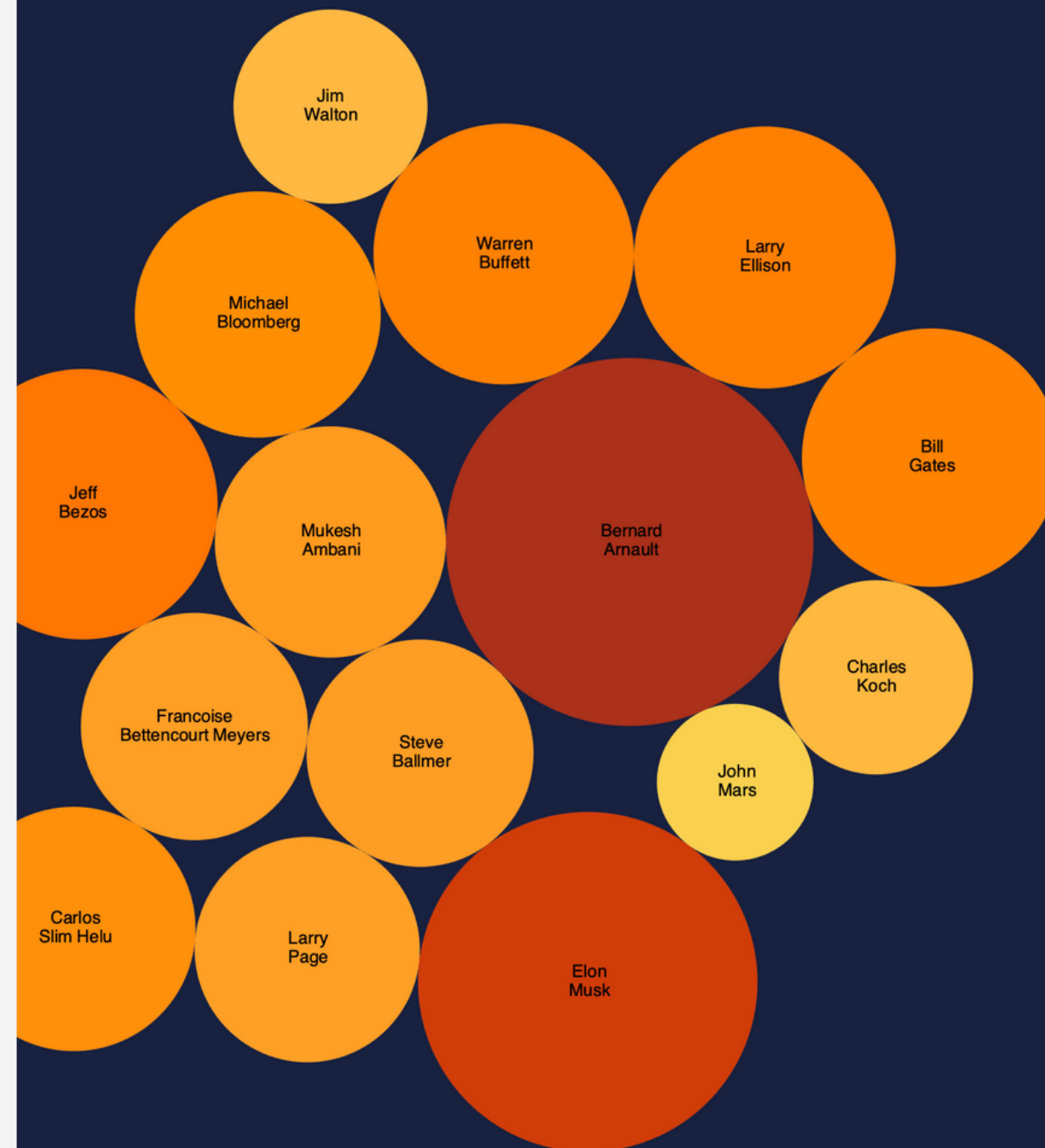
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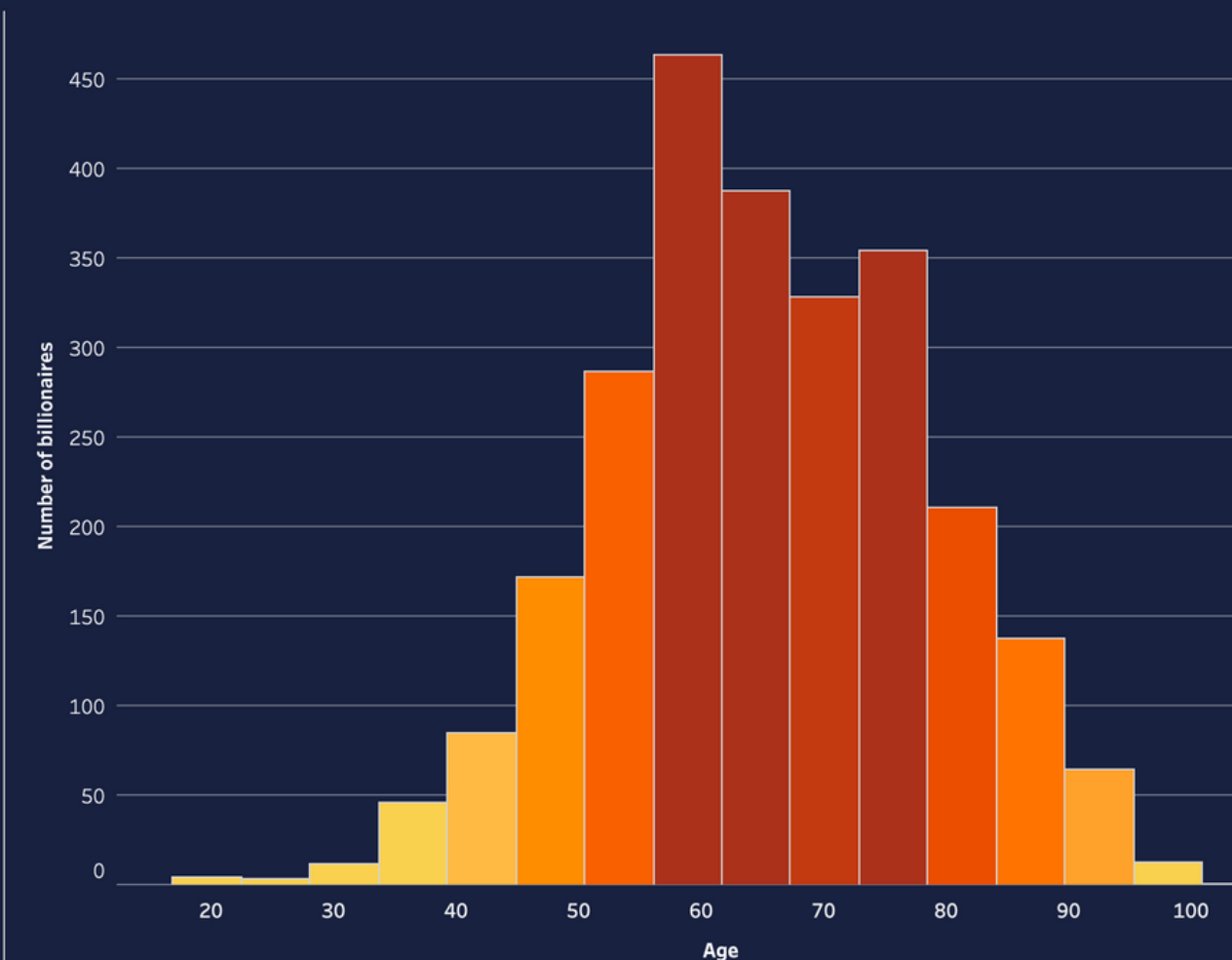
# DASHBOARD

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## TOP BILLIONAIRES IN 2023



## TOP 2540 BILLIONAIRES AGE IN 2023



## SELF MADE VS INHERITED



Source: Kaggle

# INDEX

## ① Why study billionaires?

Studying billionaires is important due to their significant economic impact, influence on philanthropy, and implications for wealth distribution and governance. They play a key role in job creation, provide essential services, and their wealth preservation strategies are crucial for long-term economic sustainability. Additionally, their high level of education and cognitive abilities add an interesting dimension to the study of success and wealth.

## ② What is this research and dataset about?

The dataset helps identify patterns in the most well-rewarded activities, offers insights into how business is done in lucrative sectors and provides information on the sources of billionaire wealth. Additionally, the dataset allows for the analysis of trends in the numbers, geographical locations, sources of wealth, and net worth of the world's richest people, which is crucial for understanding the economic climate for big businesses more generally.

## ③ Data cleaning process and dataset

The data cleansing process mainly involved the elimination of some columns that dealt with data that had been recompact together or were already individually present in other columns.

In addition, the optimisation process of the analysed data involved some data cells that were, according to the Tableau software, null.

# INSIGHTS

## Self made vs Inherited

Among male billionaires, the prevailing descriptor is "self-made," highlighting individual efforts. Conversely, female billionaires commonly associate their wealth with "inherited" resources, underscoring the influence of family wealth.

## Nation

According to our expectations, the nations where the richest men come from are The United States of America, China and, a bit surprisingly, France.

## Billionaires evolution from 2001-2023

From 2001 to 2023, the list of billionaires has shown a significant economic growth in terms of capital, indicating a substantial increase in billionaire investments over more than two decades. Moreover, it's noteworthy that at the top, there is a general alternation of the same names over the years.

# ANALYSIS

In the **first** story point we see the world map with the richest economic sector. By clicking a nation we get the associated sectors in descending order.

In the **second** one we have a time series, going from 2001 to 2023. It's interesting to see the evolution during the years, how macro economics factors impacted the wealth of the richest and how is the number one of each year.

In the **third** story point we see the first fifteen richest billionaires. We also used interactivity to show the difference between the two genders and whether one is a self made man and woman or has inherited the money.

Using filters, clicking on one part of the story point and selecting the filter icon, it's possible to change the visualisation.

It's also worth to notice the fact that most of the billionaires are men over 55 years old, showing "income" inequality between men and women.



# SOURCE: KAGGLE DATASET - FORBES



Kaggle Datasets is a platform that hosts a wide variety of public data collections used for training, research, and prediction. Users can explore and download open datasets on various topics such as government, sports, medicine, fintech, and more. These datasets can be manipulated by everyone for machine learning projects, data analysis, and research. Additionally, Kaggle provides a community where users can discuss data, discover public code and techniques, and create their own projects in Notebooks.

The two datasets we chose, the time series and the data of 2023, contain information collected by Forbes, a popular business magazine.

To calculate the net worths, Forbes gathers information about people's financial status from different sources, such as public available data, SEC documents, news articles and by estimating profits of businesses.



# DATA CLEANING PROCESS

We noticed that many columns of the dataset had so many <null> values, making them useless, so we decided to erase them from the visualisation.

In addition, we noticed that many columns repeated themselves. For example, the billionaire's names column was repeated three times, first with the full name, and then with name and surname, in two separated columns.

We also managed unknown geographical data in Tableau by fixing the name of the only misspelled country (eSwatini).

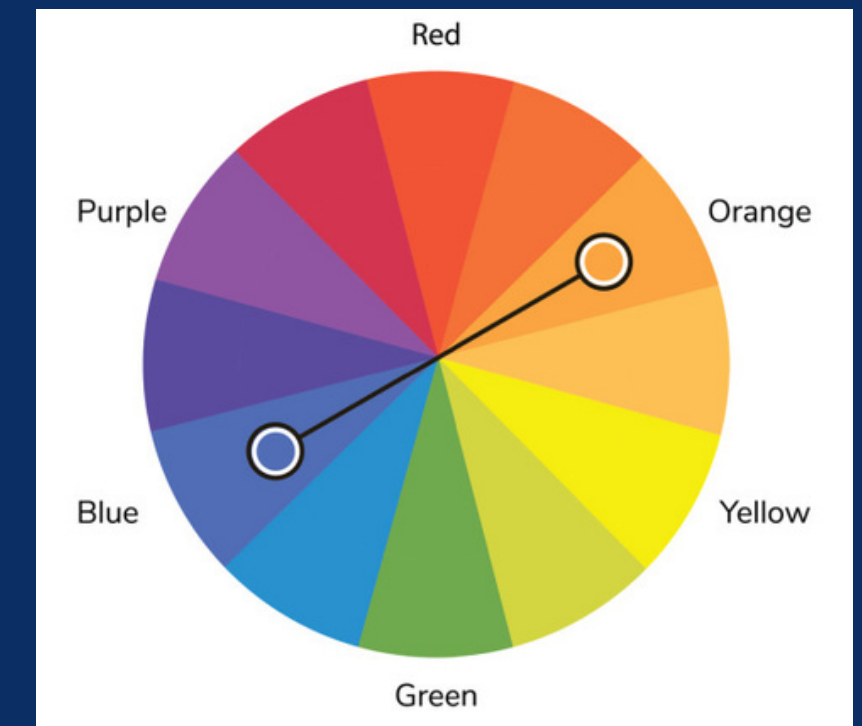


# DESIGN CHOICES

We adopted some design choices to give our dataset a billionaire look, recalling the colours, characters and moods of the Western culture of money and wealth.

By choosing Melodrama, a serif font, for Headings and Titles, we were aiming to give an “High Class Mood” to our dataset.

Meanwhile, we used New Peninim MT font for Body text to maintain the richness humour with an high readability level.



# CHALLENGES



We encountered problems in changing the background color of the map. We wanted to change it to dark blue but it wasn't possible, there were only 2 colours, white and black.

Sadly we couldn't work together in Tableau, and it was a big challenge since we had to communicate every tiny change we did on our version, and then upload it to the main version.

Animation is clunky on Tableau Desktop but it works fluently on the website.

**TABLEAU LINK**