I. MOTIVATIONS

- Can GDP gives true account of people's current and future well-being ?

- What's matter for happiness of life ?

- Do venues of "happier" country share similarities ?

II. DATA AND METHODOLOGY

- **OECD Better Life Index**

  - 25 Indicators covers 11 topics in terms of material living conditions (housing, income, jobs) and quality of life (community, education, environment, governance, health, life satisfaction, safety and work-life balance) and 41 countries.

  - 21 indicators and 30 County retained after data wrangling

- **FourSquare API**

- **Linear Regression**

- **K-means clustering**

III. RESULTS (1) – OECD LIFE SATISFACTION INDICATOR
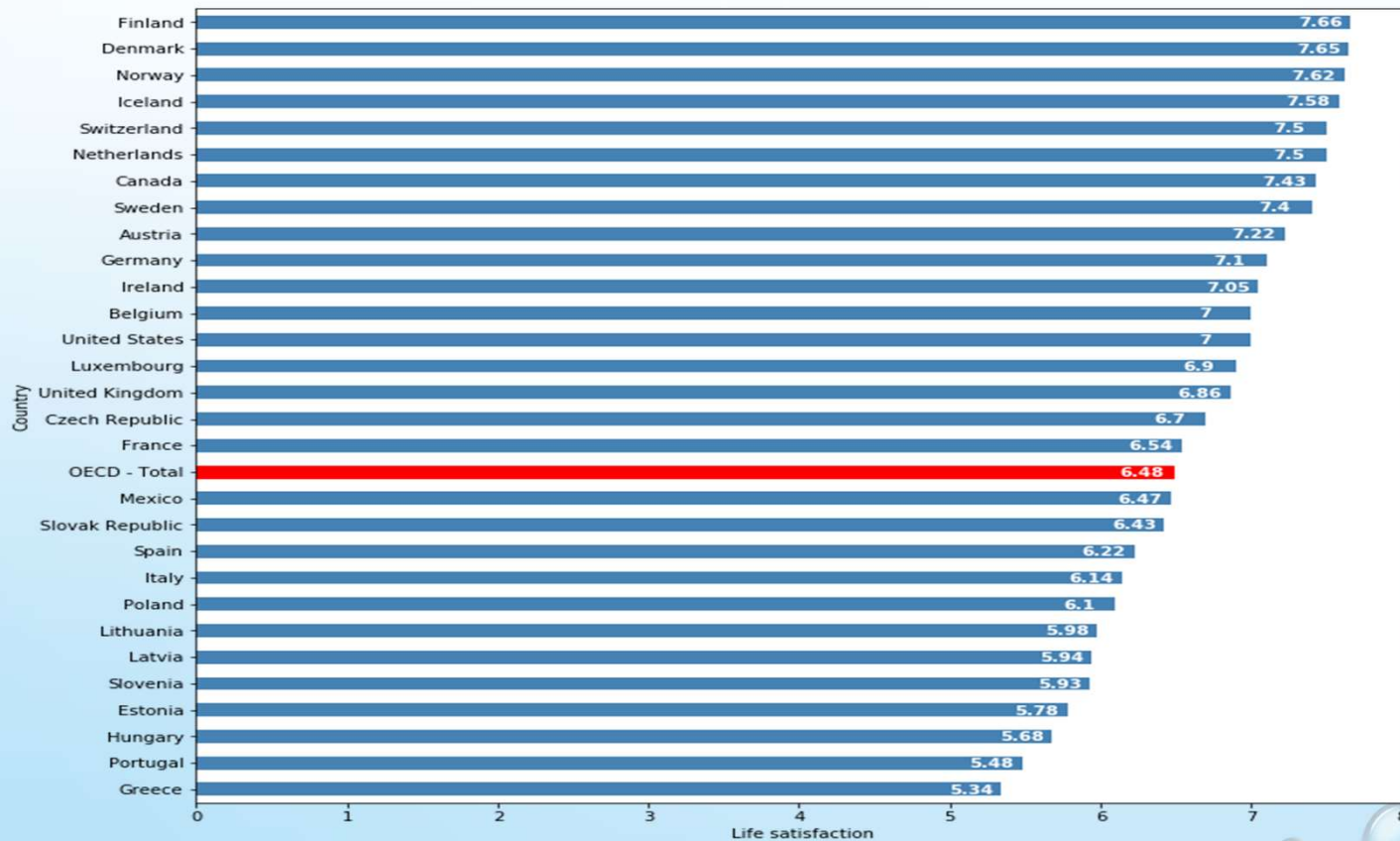
- Life satisfaction is not evenly shared across the OECD countries.

- Scandinavians countries and Switzerland have the highest score. While Greece, Portugal, Hungary and Estonia – have a relatively low level of overall life satisfaction.

- People across the OECD gave an evaluation of 6.49.
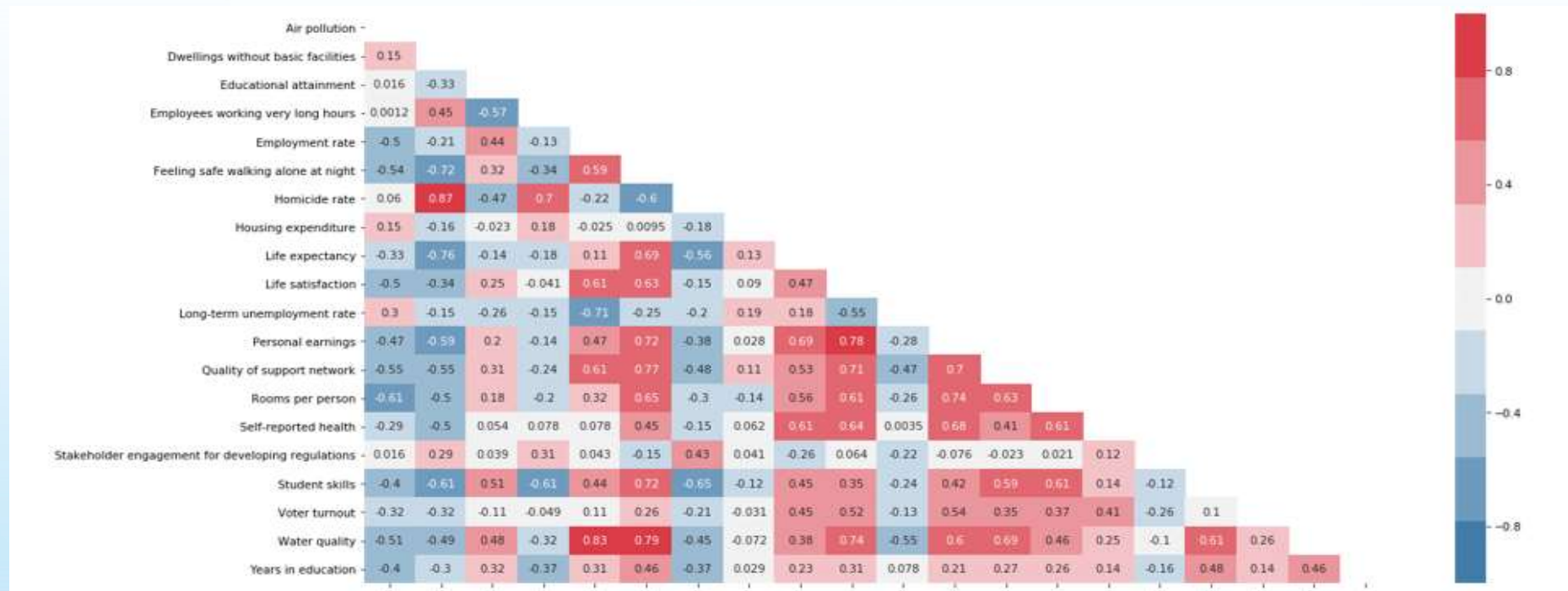
- **The variables with the highest Correlation coefficient with life satisfaction is Personal Earnings (but NOT WEALTH).**

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                          OLS Regression Results
==============================================================================
Dep. Variable:      Life satisfaction   R-squared:                     0.847
Model:                            OLS   Adj. R-squared:                0.821
Method:                 Least Squares   F-statistic:                   33.09
Date:                Tue, 04 Aug 2020   Prob (F-statistic):         1.91e-09
Time:                        09:31:34   Log-Likelihood:              -3.9320
No. Observations:                  29   AIC:                           17.86
Df Residuals:                      24   BIC:                           24.70
Df Model:                           4
Covariance Type:            nonrobust
==============================================================================
                             coef    std err          t      P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
const                      2.0600      0.907      2.272      0.032       0.189       3.931
Personal earnings        1.05e-05   7.09e-06      1.480      0.152   -4.14e-06    2.51e-05
Water quality              0.0292      0.010      2.967      0.007       0.009       0.050
Self-reported health       0.0279      0.008      3.555      0.002       0.012       0.044
Long-term unemployment rate -0.0712     0.023     -3.123      0.005      -0.118      -0.024
==============================================================================
Omnibus:                        2.130   Durbin-Watson:                   2.030
Prob(Omnibus):                  0.345   Jarque-Bera (JB):                1.324
Skew:                          -0.521   Prob(JB):                        0.516
Kurtosis:                       3.106   Cond. No.                     6.82e+05
==============================================================================
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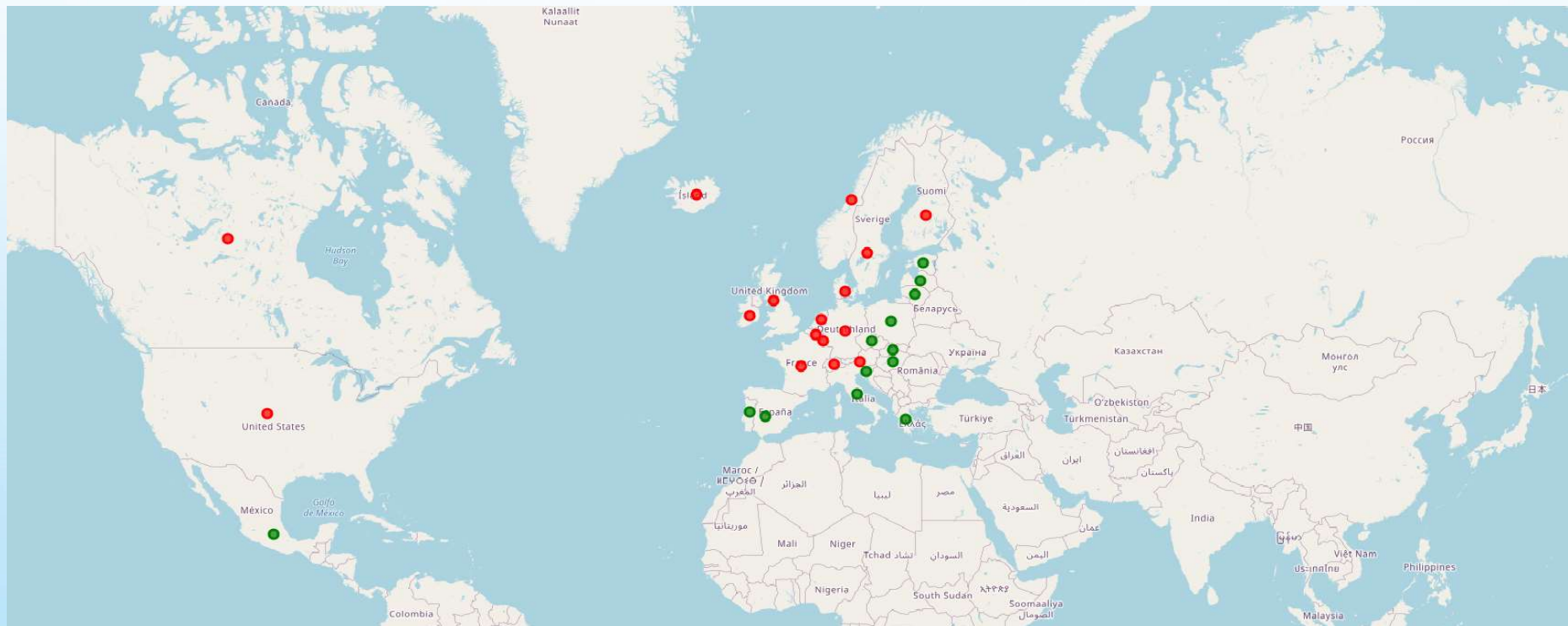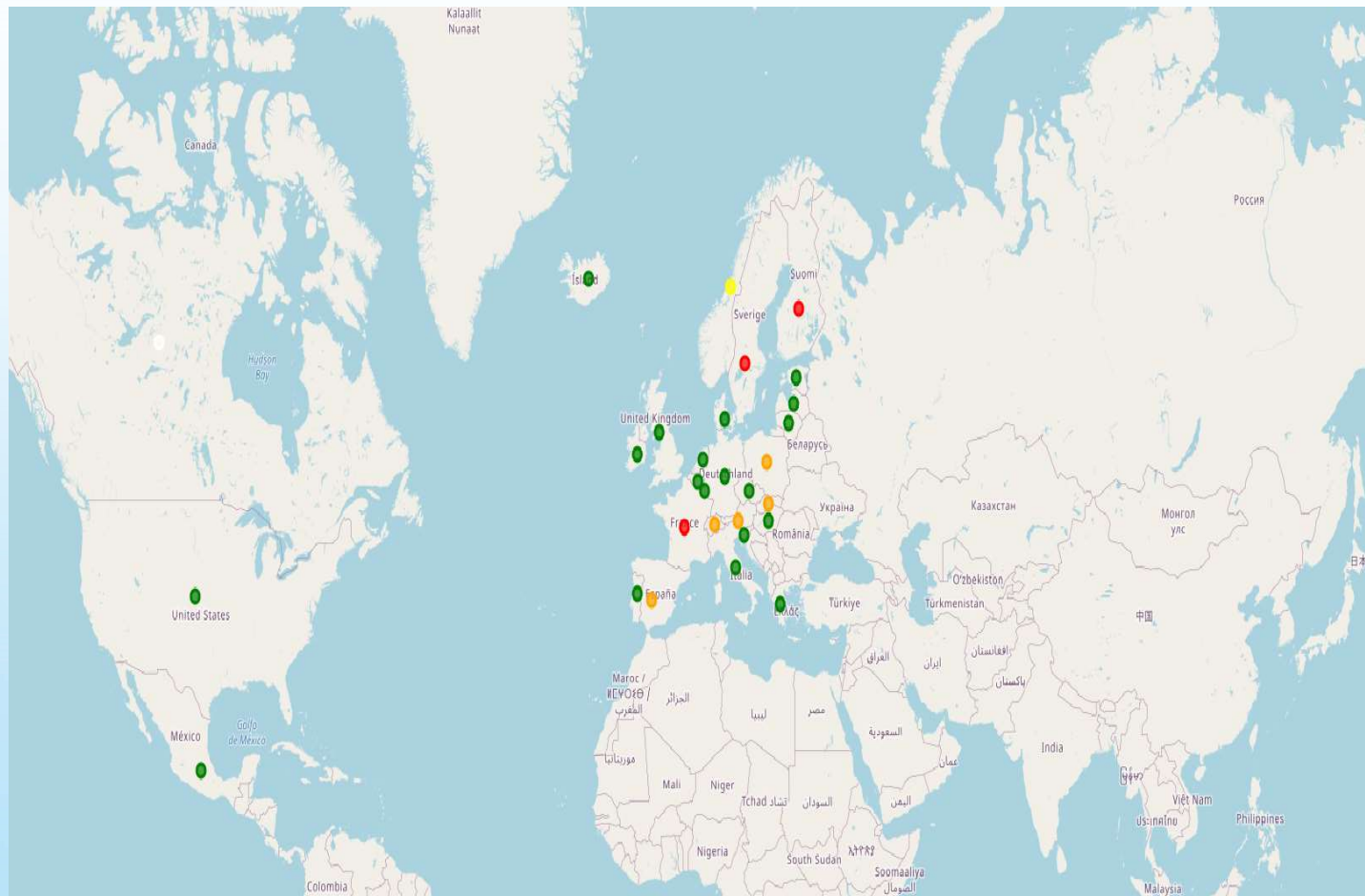
- However, the personal earning coefficient is not significant.

- Environment and health aspect account most for happiness of people.

- Long-term unemployment rate are also significant and has a negative impact on life satisfaction index.

- Two Clusters : above-average life satisfaction scoring countries and below-average life satisfaction scoring countries.

- **Cluster 1 : Holiday and nature destination.**

- **Cluster 2 : Supermarkets and stores intensely presented.**

- **Cluster 3 : Norway.**

- **Cluster 4 : The others.**

IV. CONCLUSION

- Environment and health aspect account for happiness of people. These indicators should be included besides GDP in economist work.

- No evidence shows venues of "happier" country share similarities. However, a more detailed study can be considered.