

Analyzing World happiness scores and countries' future rank prediction

1. Introduction

1.1. Background

World happiness report (WHR), positions worldwide nations by their bliss levels. The first copy of this report was published in 2012 and until 2020 eight reports have been published yearly. The main information for measuring joy and happiness comes from the Gallup World Survey. In this survey, the respondents are asked to rate their current lives from 0 to 10, in which 0 corresponds to the most exceedingly bad conceivable life and 10 identifies with the most excellent conceivable life for them.

The final Happiness Score is a national average of the responses to the main life evaluation question asked in the Gallup World Poll (GWP), which uses the Cantril Ladder.

This report contains the Happiness Score for 153 countries. The Happiness Score is explained by the following factors:

- GDP per capita
- Healthy Life Expectancy
- Social support
- Freedom to make life choices
- Generosity
- Corruption Perception
- Residual error

The WHR explores the perception of these nations' residents and will help governments, organizations, and respectful society to educate their policy-making choices. Moreover, it will reveal the success model of the countries such as Denmark so that other countries may be able to learn and follow to improve their nations' wellbeing.

1.2. Problem statement

Almost all policymakers search for solutions to improve the quality of life of the residents. To reach this goal, it is essential to explore the underlying factors, their interdependencies, their mutual effects, previous trends and progress and more importantly recognizing the areas which the country can invest in to improve this happiness score. Without a careful study of multiple determinant variables, it would be difficult for countries to initiate a development plan. Imagine that the Canada government has planned to acquire the first rank in this report for 2021. How they can accomplish this objective and what are the main determinants?

Therefore, this study aims to study different independent variables such as geographical region, income etc. by categorizing them and how they may affect the final happiness score. Moreover, previous trends would be explored both for variables and countries and finally building a model to predict the score and rank of Canada in 2021.

1.3. Stakeholders

This analysis will interest various stakeholders. Readers may be drawn in by wanting to know how their nation is faring. Moreover, they will be able to understand how different variables will correlate to a better life in the happiest countries.

This analytical report will be also of interest to governmental parties, research groups and policymakers since it will reveal the past trends and the effectiveness of their previous development strategies. Besides, they would be able to project their country's rank in the coming years and which factors they should work on more seriously to reach that goal.