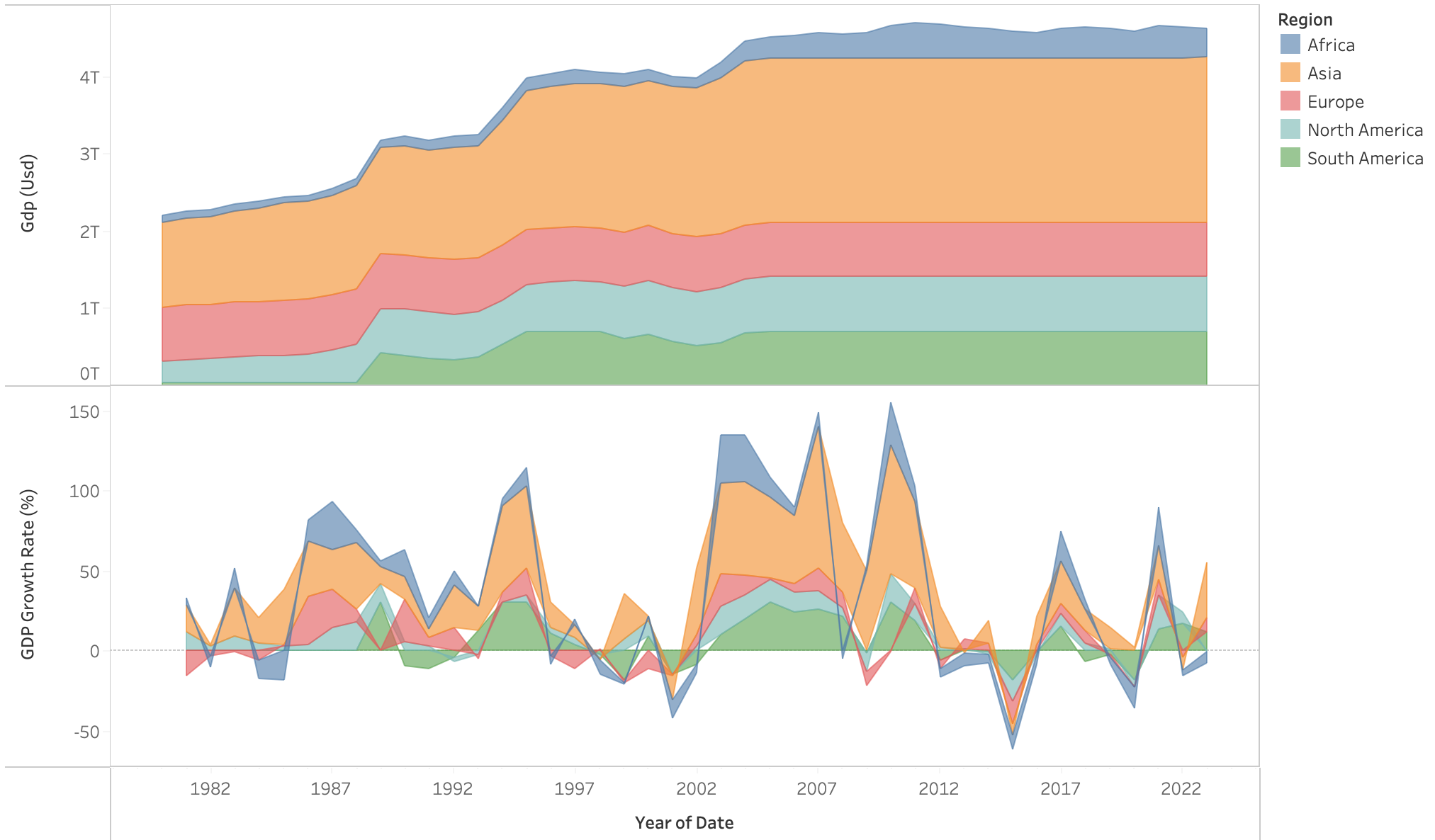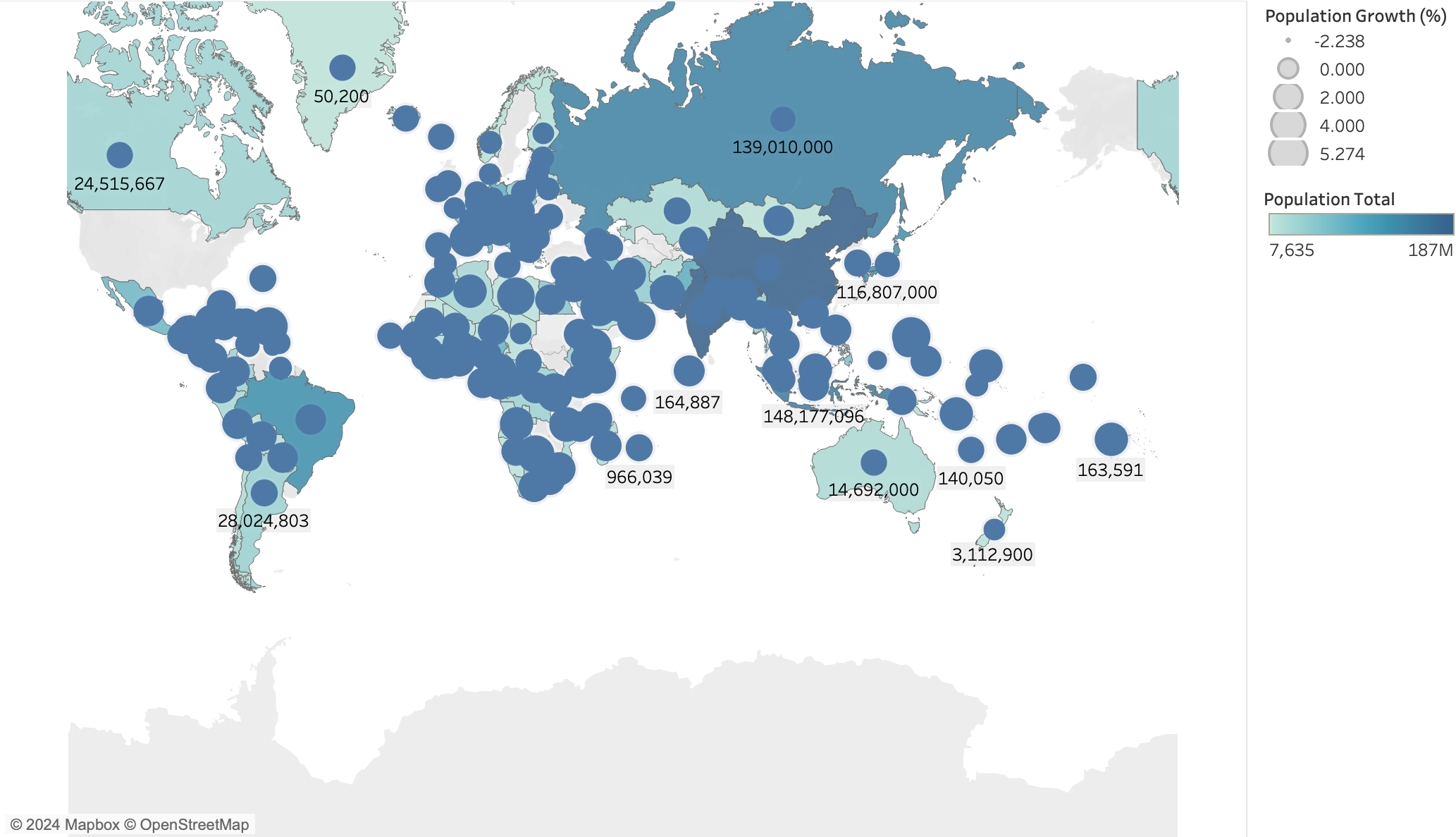# World Bank Data Project

File created on: 11.11.24 22:52:50 CET
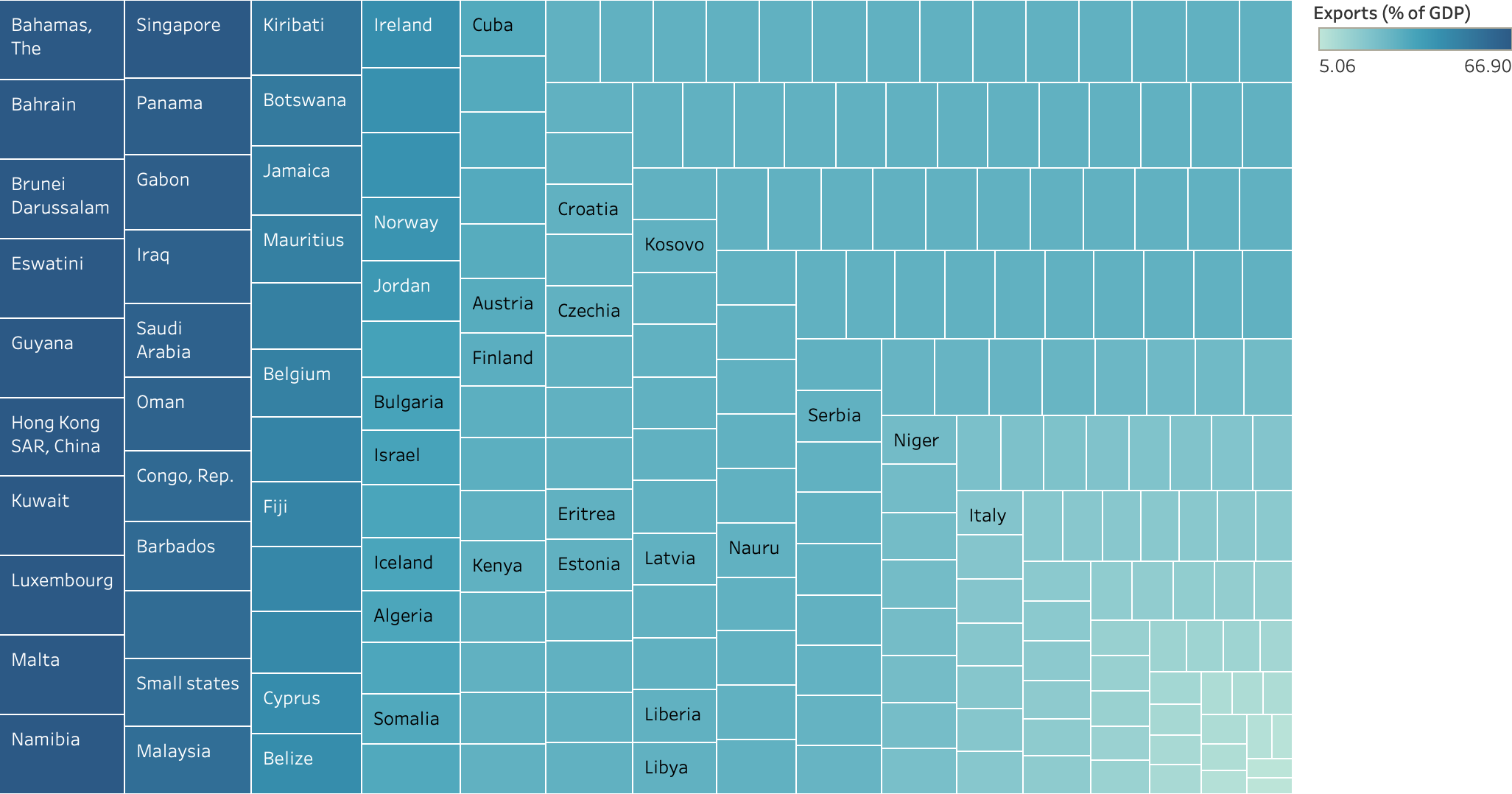
GDP and GDP Growth Rate by Region

The plots of sum of Gdp (Usd) and sum of GDP Growth Rate (%) for Date Year. Color shows details about Region. The view is filtered on Region and Date Year. The Region filter keeps Africa, Asia, Europe, North America and South America. The Date Year filter includes everything.

Population Total and Population Growth by Country and Year

Population Growth (%)

- -2.238
- 0.000
- 2.000
- 4.000
- 5.274

Population Total

7,635 — 187M

50,200

24,515,667

139,010,000

116,807,000

164,887

148,177,096

966,039

14,692,000

140,050

163,591

28,024,803
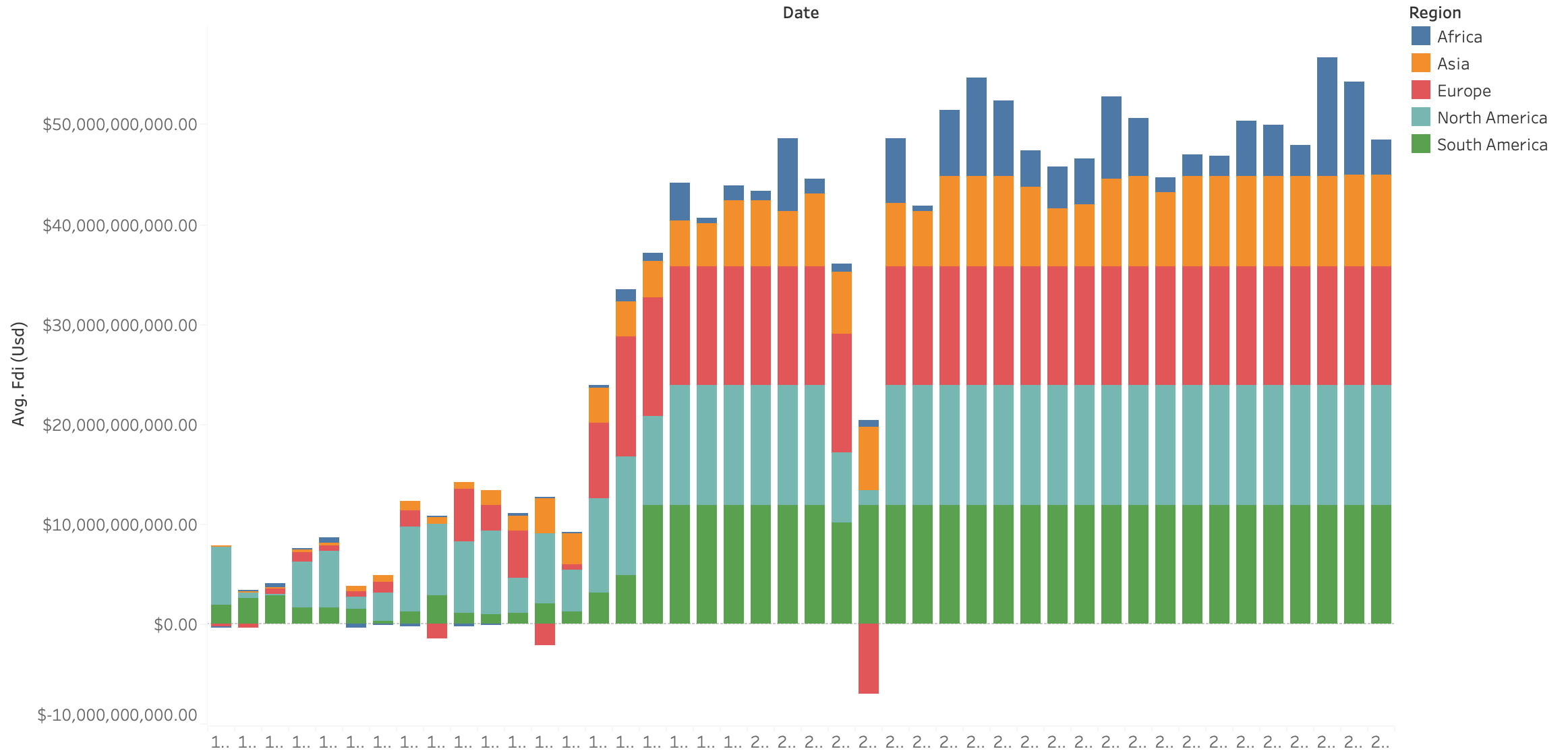
3,112,900

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Map based on Longitude (generated) and Latitude (generated) and Latitude (generated). Details are shown for Country. For pane Latitude (generated): Color shows sum of Population Total. For pane Latitude (generated) (2): Size shows sum of Population Growth (%). The marks are labeled by sum of Population Total. The data is filtered on Date Year, which keeps 1980.
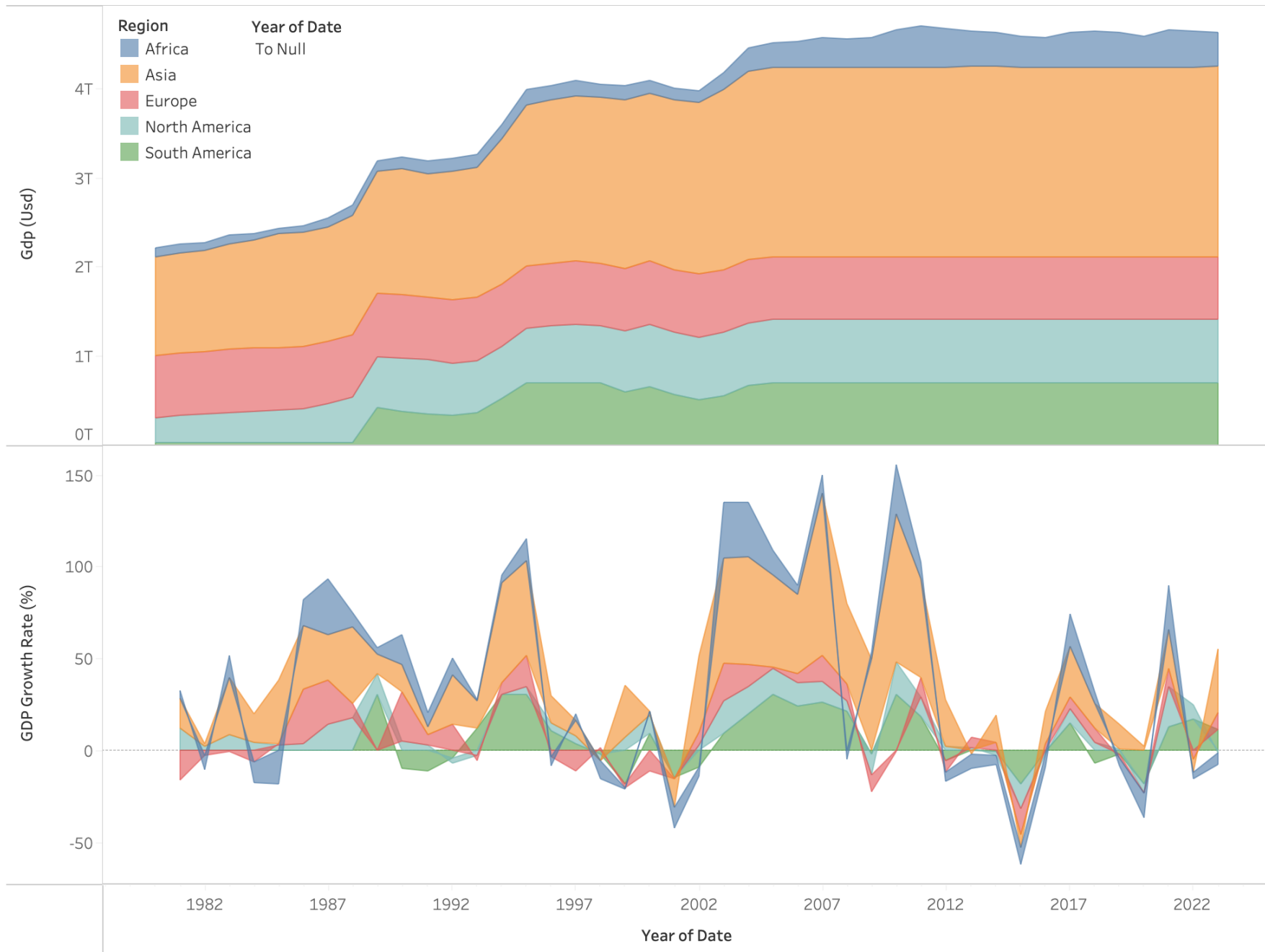
Exports as % of GDP by Country

Country. Color shows sum of Exports (% of GDP). Size shows sum of Exports (% of GDP). The marks are labeled by Country. The data is filtered on Date Year, which keeps 1980.

Exports (% of GDP)
5.06 — 66.90

Bahamas, The · Singapore · Kiribati · Ireland · Cuba · Bahrain · Panama · Botswana · Brunei Darussalam · Gabon · Jamaica · Norway · Croatia · Eswatini · Iraq · Mauritius · Jordan · Kosovo · Guyana · Saudi Arabia · Belgium · Austria · Czechia · Finland · Oman · Hong Kong SAR, China · Bulgaria · Serbia · Kuwait · Congo, Rep. · Fiji · Israel · Niger · Barbados · Eritrea · Italy · Luxembourg · Iceland · Kenya · Estonia · Latvia · Nauru · Algeria · Malta · Small states · Cyprus · Somalia · Liberia · Namibia · Malaysia · Belize · Libya
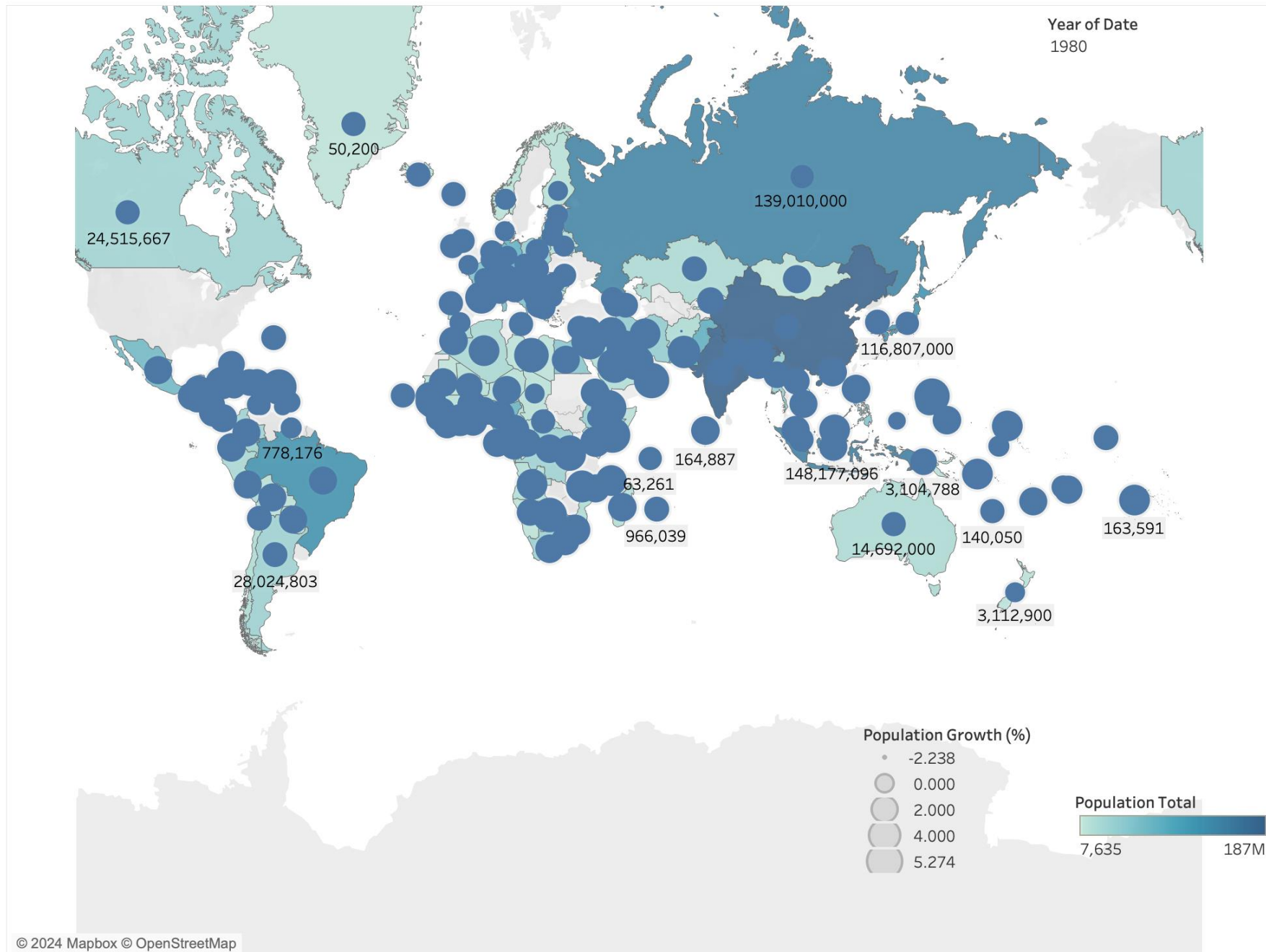
Avg Foreign Direct Investment by Region

Average of Fdi (Usd) for each Date Year. Color shows details about Region. The view is filtered on Region, which keeps Africa, Asia, Europe, North America and South America.
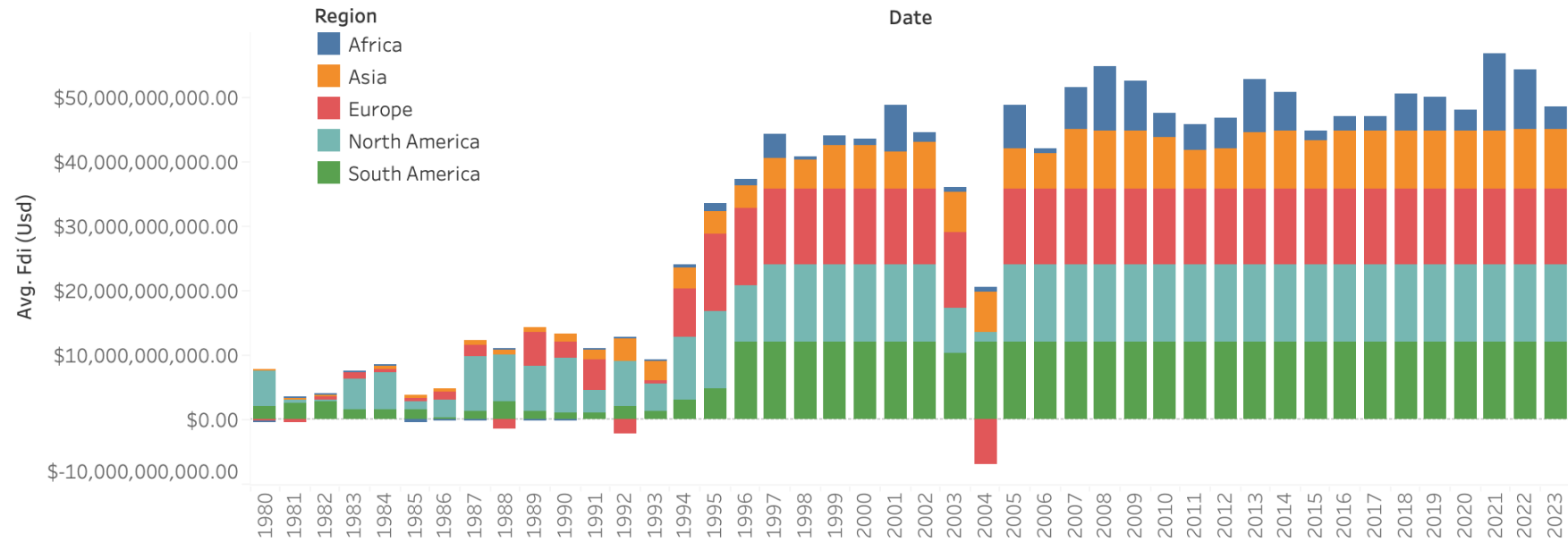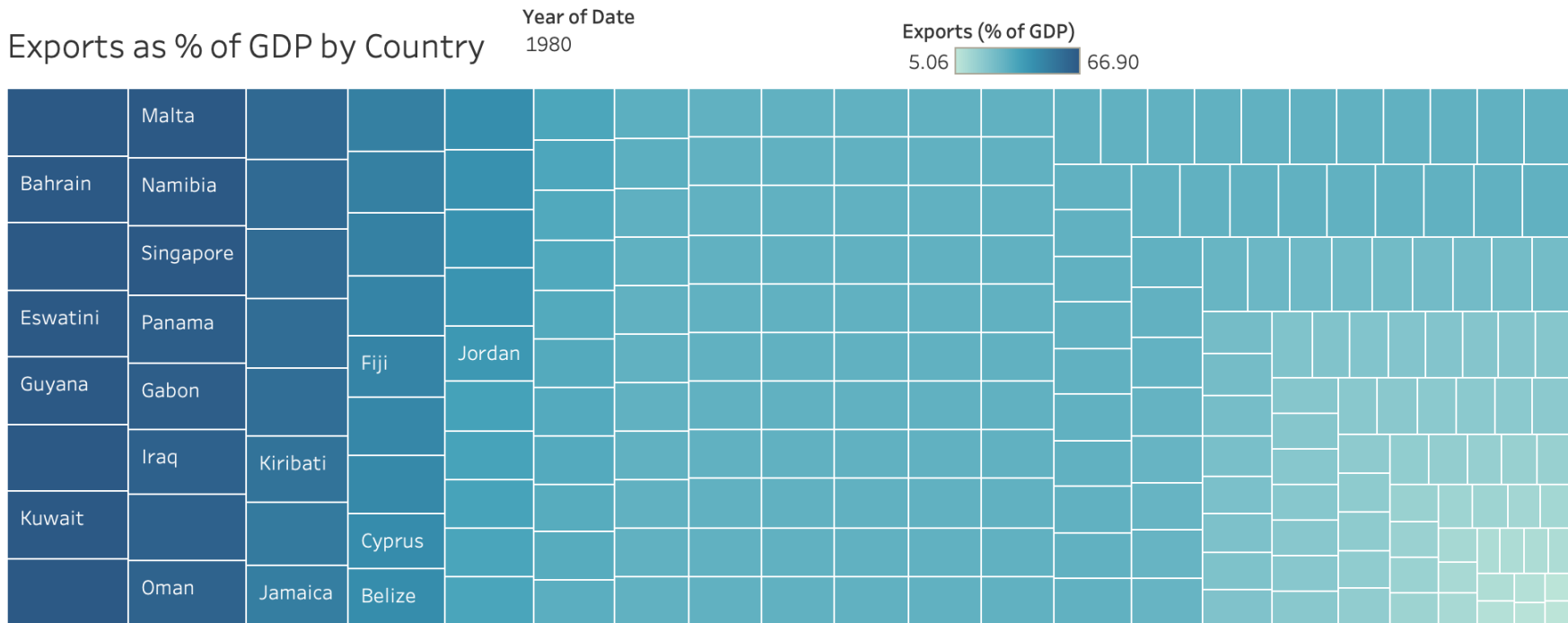
GDP and GDP Growth Rate by Region

Population Total and Population Growth by Country and Year

50,200

24,515,667

139,010,000

116,807,000

778,176

164,887

148,177,096

63,261

3,104,788

966,039

163,591

14,692,000

140,050

28,024,803

3,112,900

Population Growth (%)
- -2.238
- 0.000
- 2.000
- 4.000
- 5.274

Population Total
7,635 — 187M

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Avg Foreign Direct Investment by Region

Region
- Africa
- Asia
- Europe
- North America
- South America

Avg. Fdi (Usd)

$50,000,000,000.00
$40,000,000,000.00
$30,000,000,000.00
$20,000,000,000.00
$10,000,000,000.00
$0.00
$-10,000,000,000.00

Date

1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023

Exports as % of GDP by Country

Year of Date
1980

Exports (% of GDP)
5.06 — 66.90

Bahrain | Malta | | Namibia

Eswatini | Singapore

Guyana | Panama | | Fiji | Jordan

| Gabon

| Iraq | Kiribati

Kuwait | | Cyprus

| Oman | Jamaica | Belize

Storyboarding and Storytelling Section

Why Multi-Frame Data Story Over Single-Frame Visualization?

The decision to create a multi-frame data story rather than a single-frame infographic was influenced by the complexity and breadth of the insights derived from the exploratory analysis and the personas defined in Milestone 1.

1) Audience Needs (Persona Alignment)

-Sylvia (VP of Sales): Prefers concise insights segmented by topics to create actionable strategies. Multi-frame stories allow data to be divided into digestible segments, improving her ability to make informed decisions.

-Terrence (Board Member): As a financially oriented decision-maker, Terrence needs a more detailed breakdown. Multi-frame storytelling allows for comprehensive insights without overwhelming the audience in one frame.

2) Complexity of Insights

The dataset spans multiple KPIs (GDP, GDP Growth Rate, Population Total, Population Growth, Exports, FDI) and covers temporal, geographical, and categorical dimensions. A single-frame infographic cannot capture these layers of information without becoming cluttered.
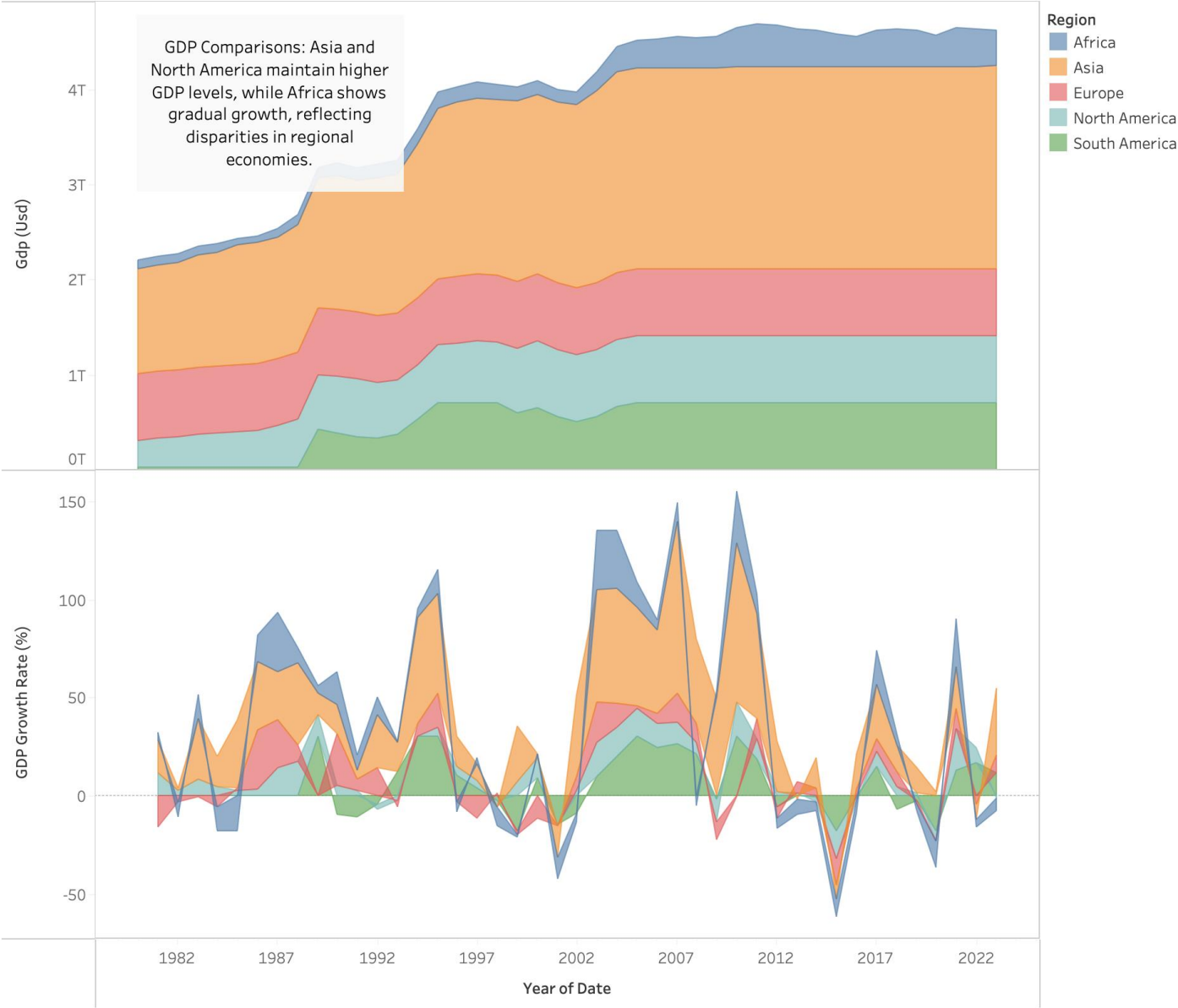
3) Logical Progression

Multi-frame stories enable the narrative to follow a structured progression (e.g., Context → Challenge → Insights → Recommendations), ensuring clarity and focus at each step.

4) Interactivity and Engagement

Multi-frame data stories in Tableau are interactive, enabling stakeholders to explore details within each frame while following the overall narrative arc.

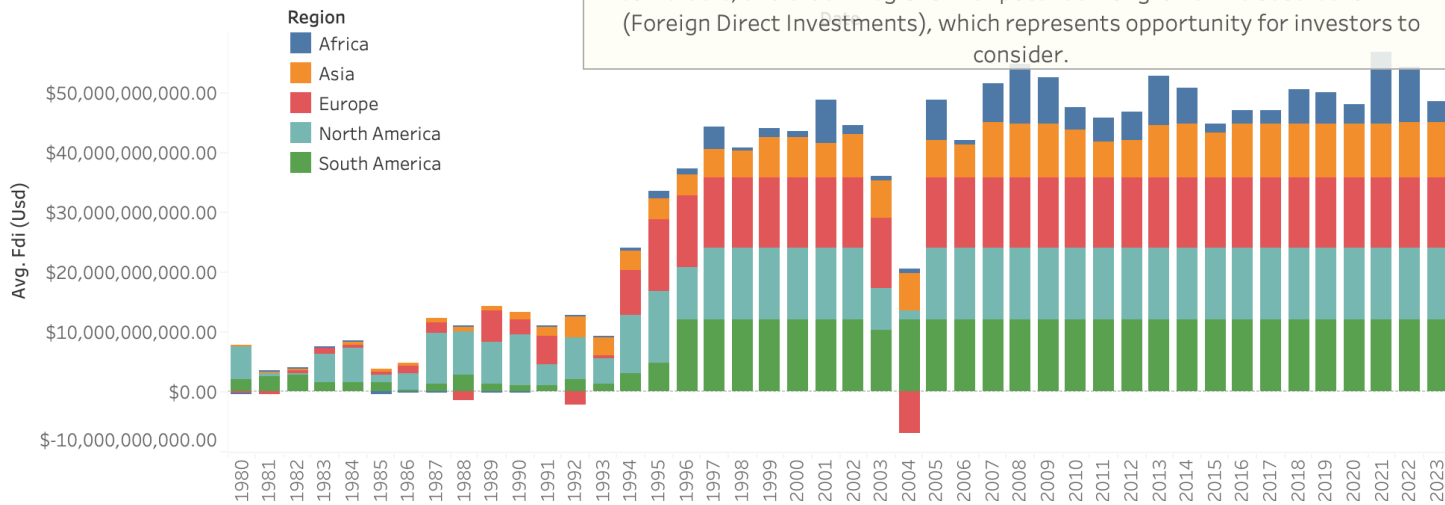# Storyboarding and Storytelling Section

GDP Comparisons: Asia and North America maintain higher GDP levels, while Africa shows gradual growth, reflecting disparities in regional economies.

Region
- Africa
- Asia
- Europe
- North America
- South America

Storyboarding and Storytelling Section

Avg Foreign Direct Investment by Region

From these two visualisations we can conclude that most smaller nations are Export-dependent (high % of Exports as GDP), which makes them economically vulnerable; and that in regions with potential for growth we observe low FDI (Foreign Direct Investments), which represents opportunity for investors to consider.

Region
- Africa
- Asia
- Europe
- North America
- South America

Exports as % of GDP by Country

Year of Date
1980

Exports (% of GDP)
5.06 — 66.90

Storyboarding and Storytelling Section

Few recommendations to the stakeholders could be suggested based on the insights :
- **To Policymakers:** Invest in infrastructure and human capital in high-growth regions like Africa.
- **To Investors:** Focus on emerging markets in Asia with consistent FDI growth.
- **To Businesses:** Prepare for demographic shifts by aligning products and services to regional needs.