

# WORLD HAPPINESS ANALYSIS

## (2014 – 2018)

### Tableau Visualization

#### SUMMARY

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Every year, Gallup World Poll releases the state of happiness and provides the happiness score based on variables per country.

The Tableau visualization shows people how the happiness is trending over the year and across all countries. The reader should be able to see *what country/region is the happiest*, *how happiness is measured* and *how the variables are evolving*.

#### DESIGN

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- **1<sup>st</sup> version**
  - **Happiness Score by Country**
    - Bar chart that helps visualize the ranking of countries based on its Happiness Score.
    - We can filter by year.
  - **Happiness Score by Region**
    - Text table providing the Happiness Score by Region.
    - Nice way to visualize what regions look the happiest.
  - **Happiness Score by Country\_Map**
    - Map: Another way to help visualize where the happiest countries are located.
  - **Rank Average by Region**
    - Horizontal bar chart broken down by Region. It shows the rank average over the year.
  - **Relationship between HS & Key Variables**
    - Scatterplot that shows the relationship between Happiness Score and Key variables such as Economy, Health, Trust etc in the countries. We can filter by year.
    - We can see the country region thanks to colors.
    - Trend lines have been added.
  - **Key Variables Progression Over The Years**
    - Bar Chart that shows the progression of the variables, colored with the Happiness Score Average.
  - **Key Variables Progression Over The Years 2**
    - Bar Chart that shows the progression of the variables, by region colored with the Happiness Score Average.
- **Final version based on feedback**
  - **Happiness Score by Country\_V2**
    - Includes happiness score average labels.

- Happiness Score by Region
  - Could not figure out how to include the list of countries by region (Parameters? Group by in dimensions?)
- Happiness Score by Country\_Map
  - No changes
- Rank Average by Region
  - No changes – not used for dashboard/story
- Relationship between HS & Key Variables\_v2
  - Includes reference lines (average of the measures)
  - Removed trend lines by region
  - Dystopia Residual is not included.
- Key Variables Progression Over The Years\_V2
  - Removed Happiness Score Average showed with palette color
- Key Variables Progression Over The Years 2\_V2
  - Removed Happiness Score Average showed with palette color

## FEEDBACK

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- Happiness Score by Country
  - Add labels to get a sense of the Happiness Score Average by country
- Happiness Score by Region
  - Would be nice to shows in some ways what countries are included by region
- Happiness Score by Country\_Map
  - Nothing to Report
- Rank Average by Region
  - Not clear – should not be used.
- Relationship between HS & Key Variables
  - Too many information → remove trend lines but add reference lines
  - Dystopia residual should not be included in the key variables
- Key Variables Progression Over The Years
  - Happiness score average is confusing when used with color
  - Add label
- Key Variables Progression Over The Years 2
  - Happiness score average is confusing when used with color
- Dashboard
  - Nothing to report
- Story
  - Nothing to report

Misc.:

- + Should include a caption.
- + Add a workbook with Year versus Happiness Score Average

## RESOURCES

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- **Happiness**
  - [World Happiness Dataset](#)
  - [World Happiness Report](#)
  - [World Happiness - Wikipedia Page](#)
- **Tableau**
  - [Story Example](#)
  - [Tips & Tricks](#)
  - [Building Effective Dashboards](#)
  - [Visual Analysis Guidebook](#)
  - [Do's & Don'ts of dashboards](#)