

WORLDWIDE HAPPINESS

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INTRODUCTION

What it is: It's an annual ranking of countries based on self-reported life satisfaction using measures key factors as income, social support, health, freedom, generosity, corruption.

Why it matters: It reveals which factors most influence people's happiness, guiding leaders to create more meaningful, people-centered policies. Also supports the creation of policies that balance economic goals with social and emotional well-being.



PROBLEM STATEMENT

How can international organizations or governments enhance happiness in lower ranked countries?

PROBLEM STATEMENT AND HYPOTHESES

HYPOTHESES

H1: A higher GDP per capita does not always correlate with higher happiness — some countries with high GDP may still rank low in happiness.

H2: Social factors (social support, freedom, generosity, corruption) play a stronger role in long term improvement.

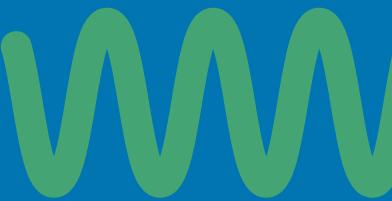
H3: There is a significant difference in average happiness scores between regions.



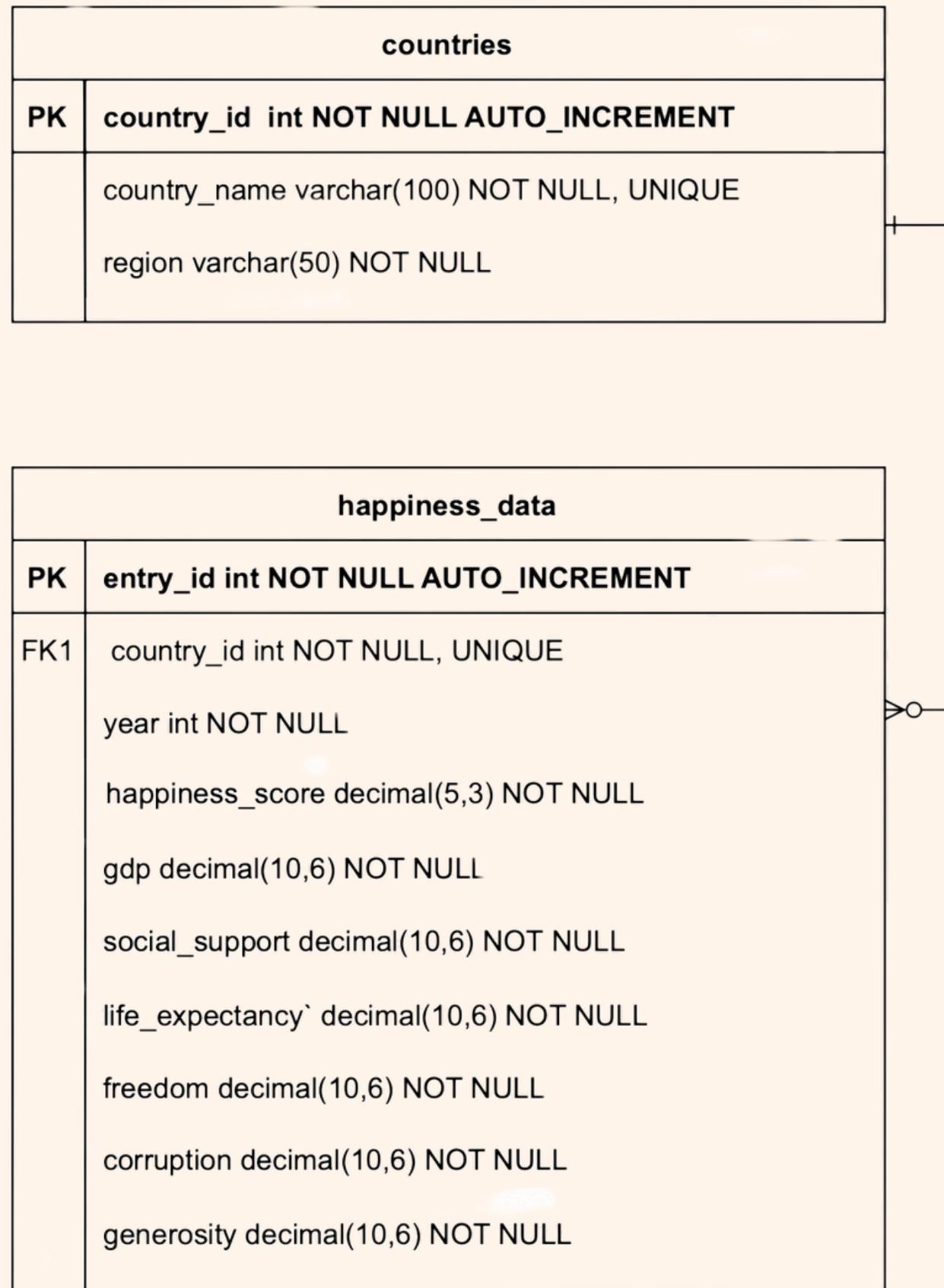
KEY INSIGHTS

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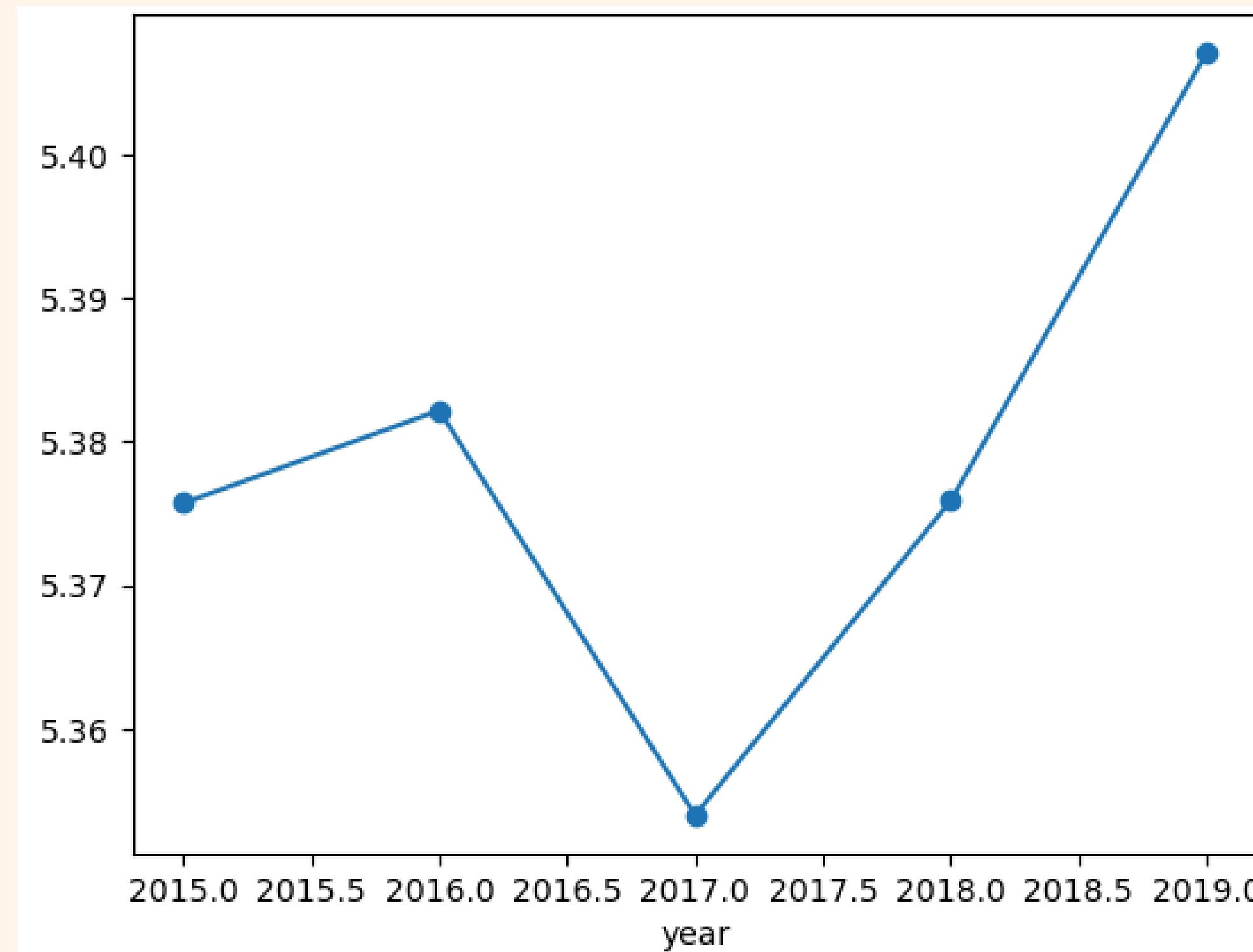
- Economical factors
- Social Factors
- Life Expectancy



DATA OVERVIEW

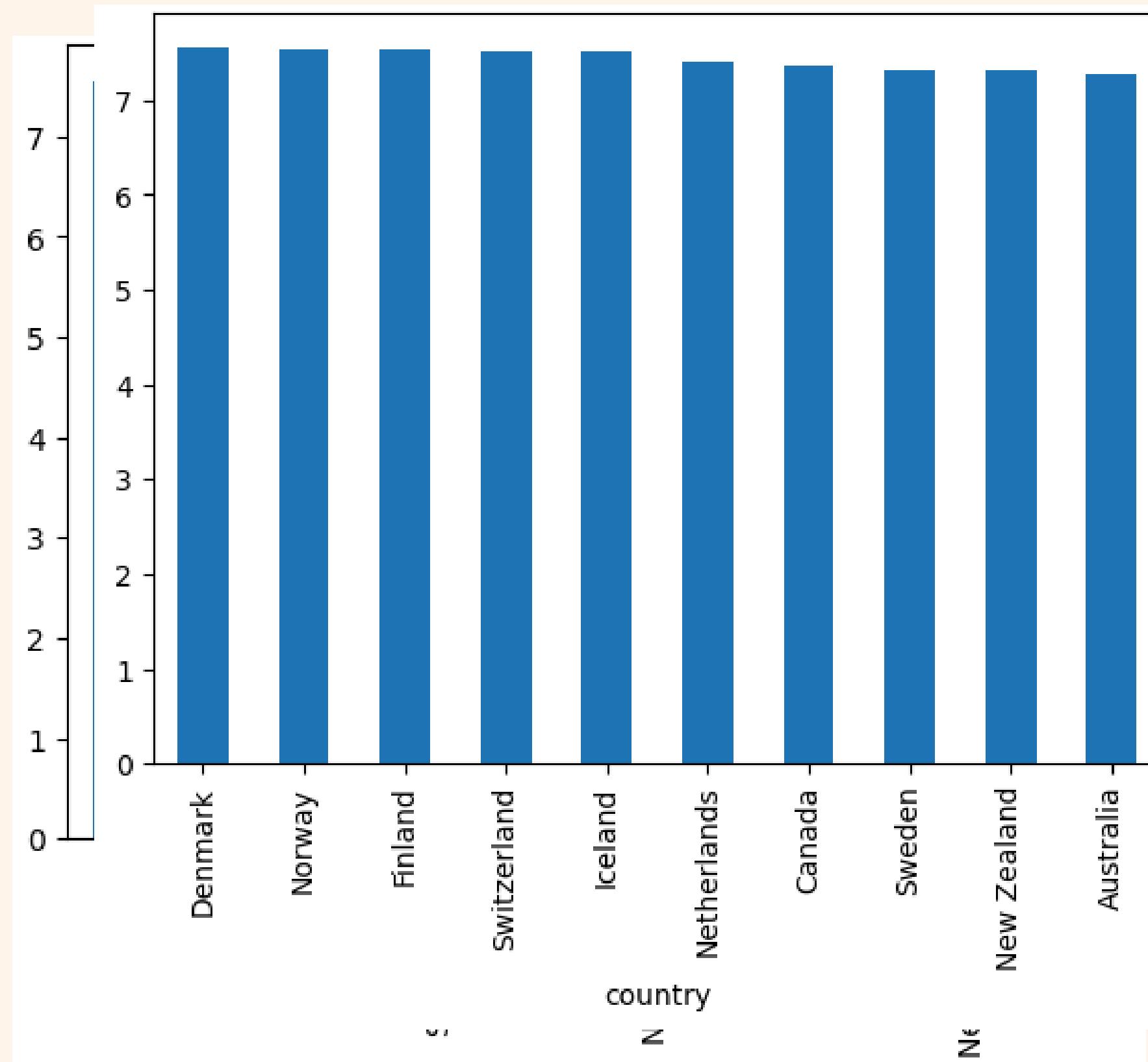


VISUALIZATION



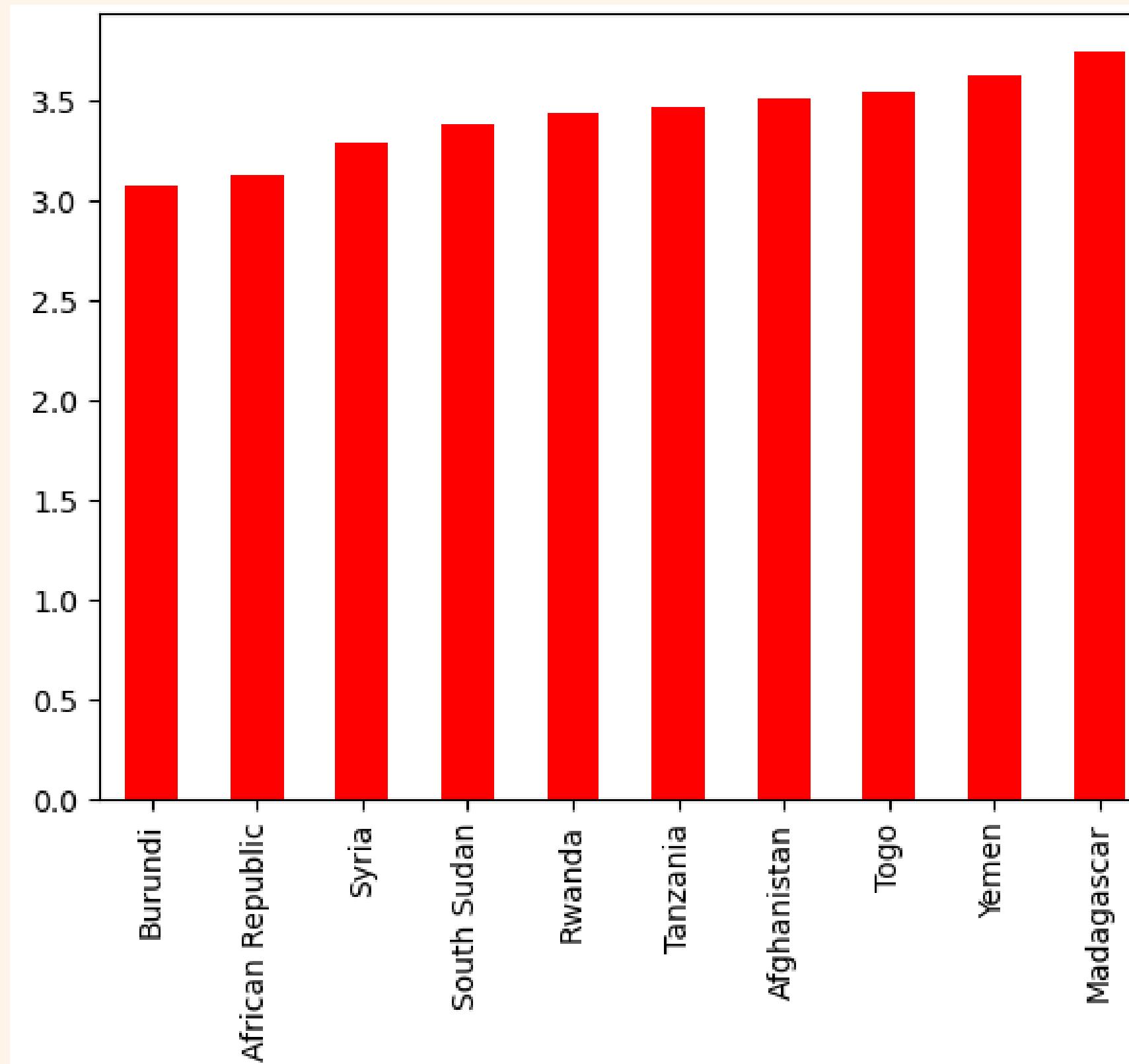
- Happiness levels over the five-year period from 2015 to 2019 showed a noticeable dip in 2017, followed by a sharp and steady increase in 2018 and 2019

VISUALIZATION



- Nordic countries dominate the rankings
- High scores linked to strong social support, trust, and public services
- Highlights the impact of equality, well-being, and governance on happiness

VISUALIZATION

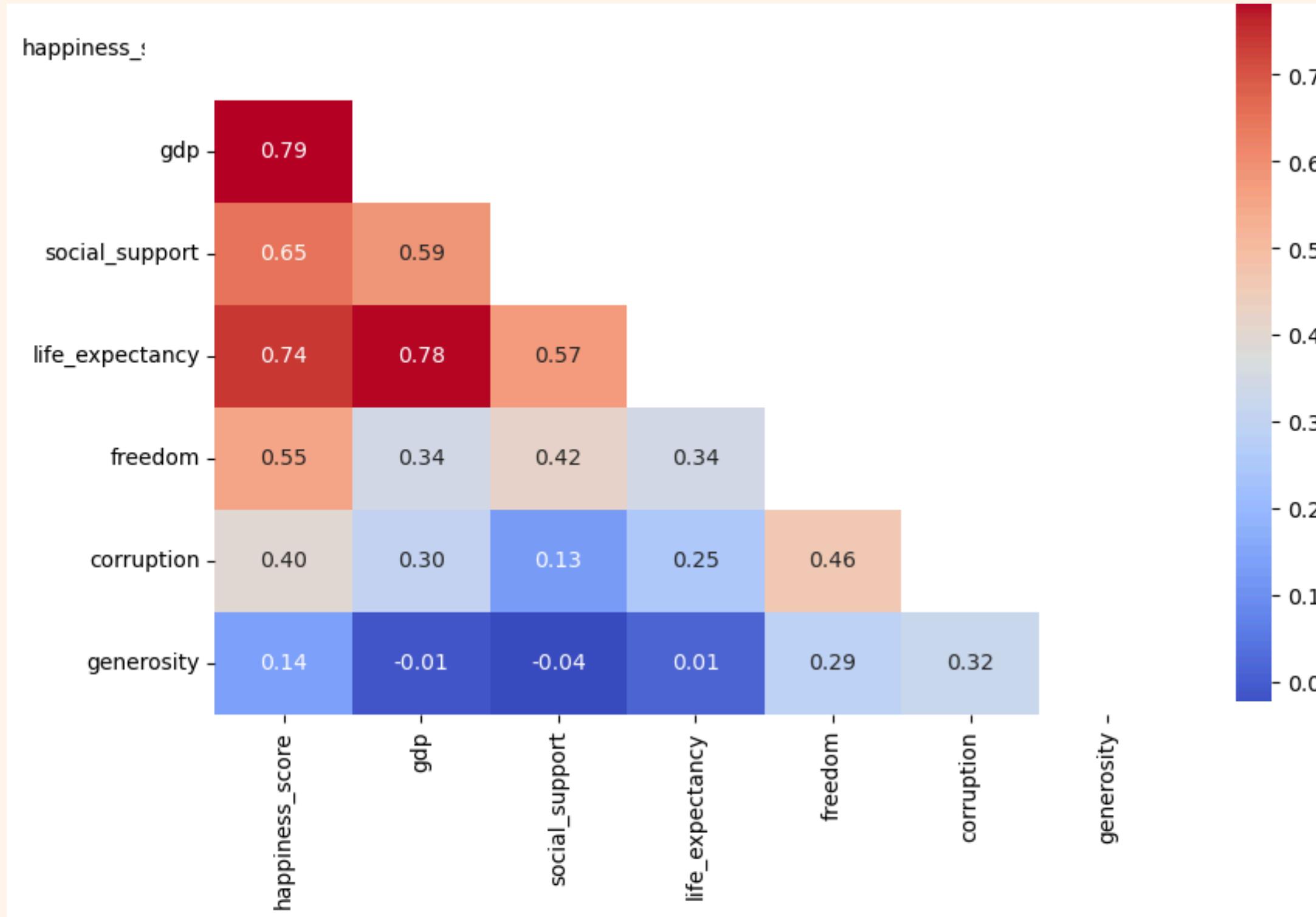


Top least happiest countries (2015-2019)

- Mostly low-income or conflict-affected countries
- Challenges include poverty, political instability, and weak institutions
- Reflects how basic needs, safety, and governance are critical to well-being

VISUALIZATION

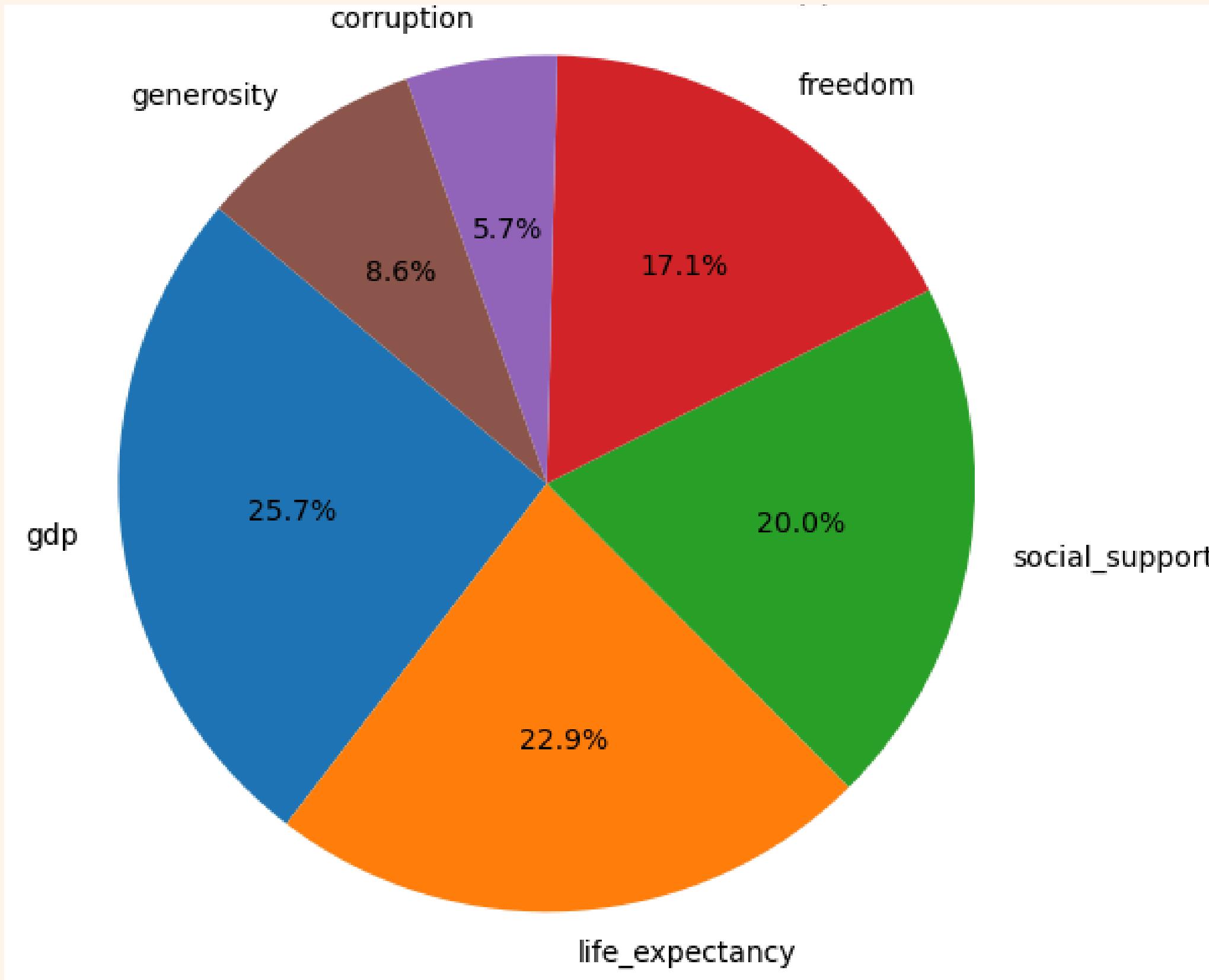
Correlation matrix of happiness factors



- GDP, social support, and life expectancy are strongly linked – wealthier countries often have better social systems and health outcomes.
- Freedom and low corruption tend to go together, boosting overall well-being.
- Generosity shows weaker correlation, possibly due to cultural and reporting differences.
- Social factors often have a stronger and more lasting impact on happiness than income alone.

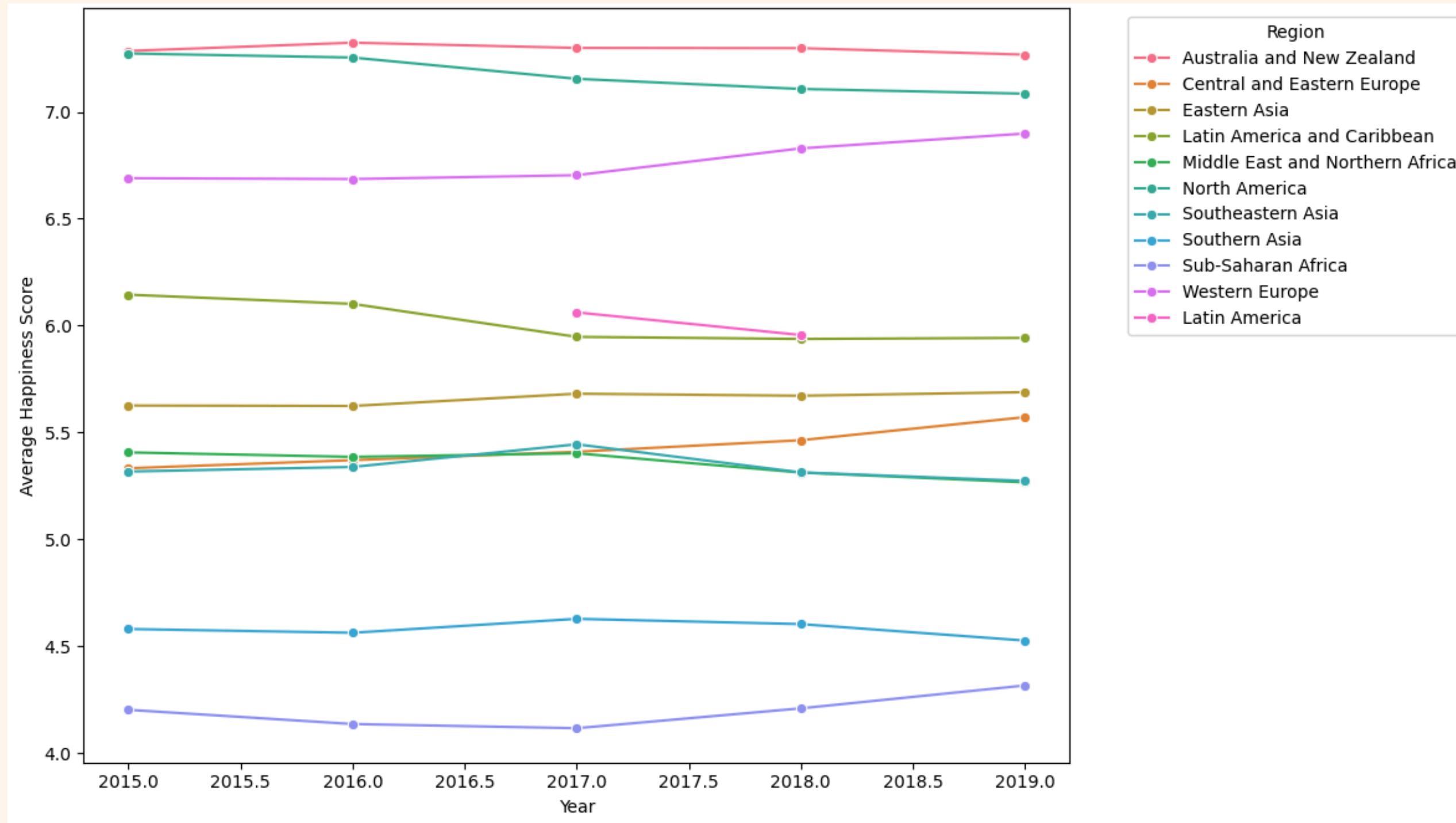
VISUALIZATION

Influence of key factors on happiness



- GDP – 25.7% → Strongest individual contributor.
- Life Expectancy – 22.9% → Health and longevity matter greatly.
- Social Support – 20% → Close relationships boost well-being.
- Freedom – 17.1% → Autonomy plays a key role in happiness.
- Generosity – 8.6% → Has positive but smaller impact.
- Corruption – 5.7% → Lower corruption = higher trust & happiness.

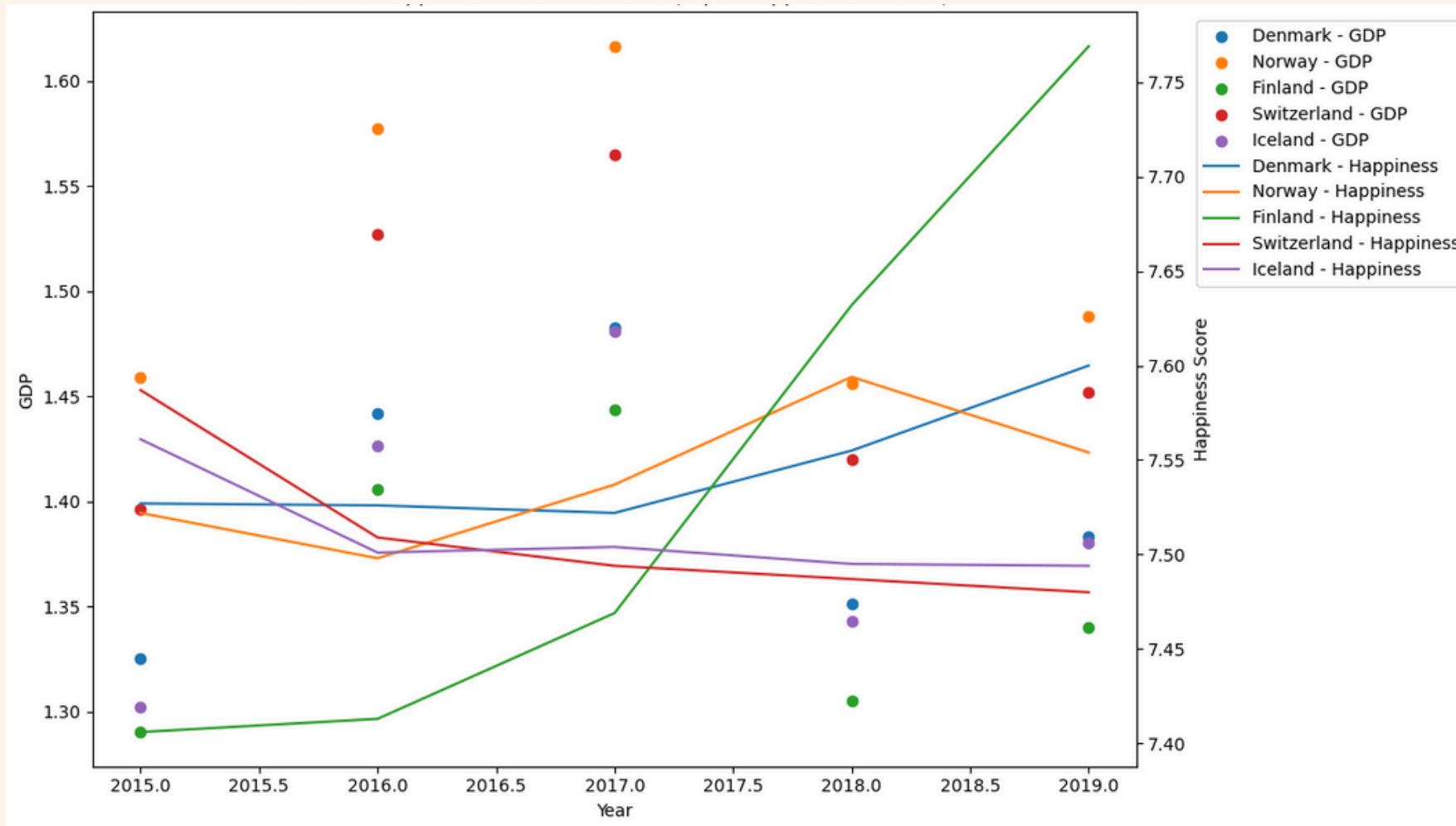
VISUALIZATION



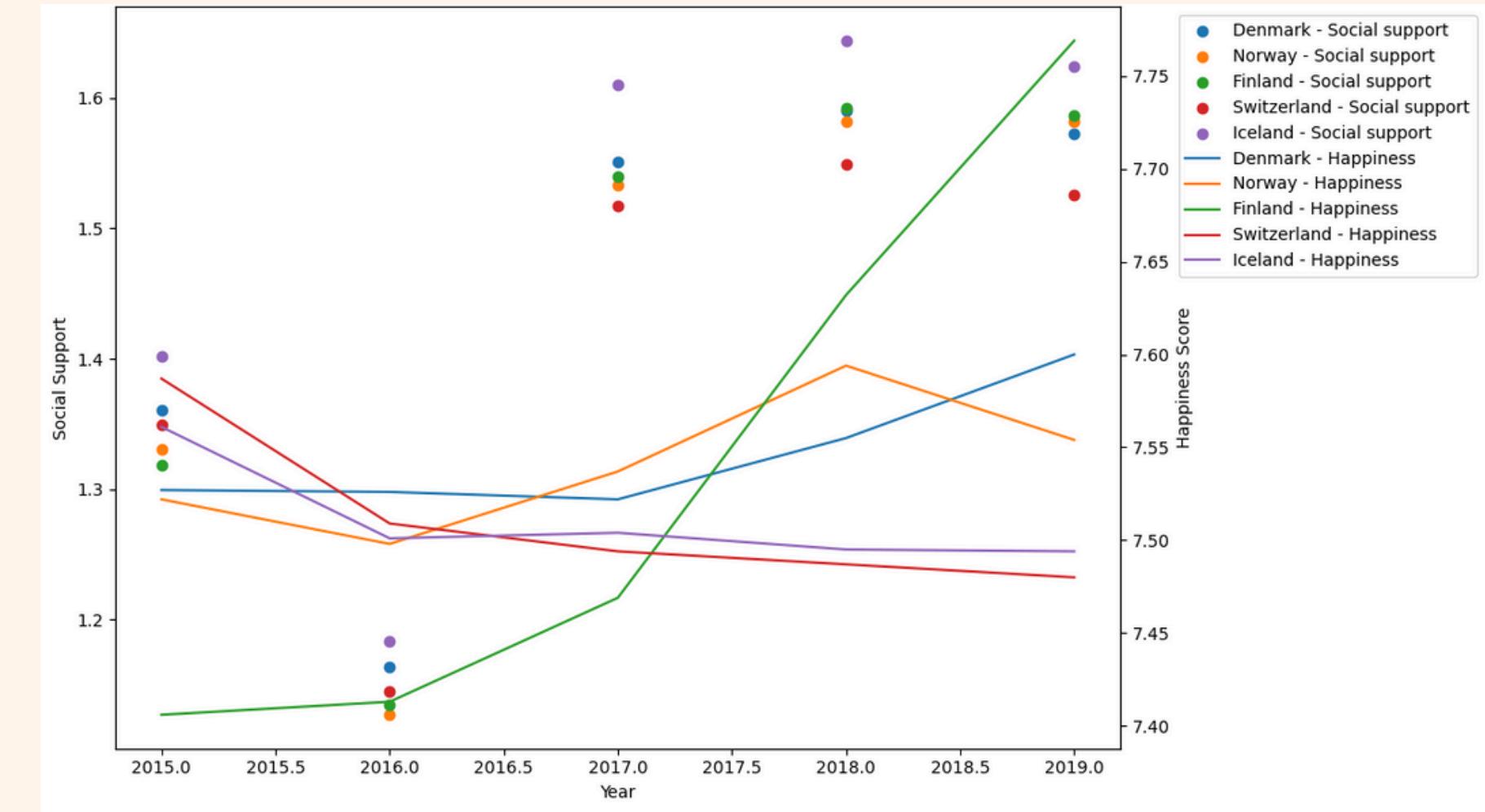
- Australia, New Zealand, North America and Western Europe has the highest happiness score over years.
- Sub-Saharan Africa and Southern Asia have the lowest rankings over years.
- Most of the regions have a dip during 2017.

VISUALIZATION

A comparative overview of **GDP** and **happiness scores** (2015 - 2019) for the Top 5 Ranked Countries



A comparative overview of **social support** and **happiness scores** (2015 - 2019) for the Top 5 Ranked Countries

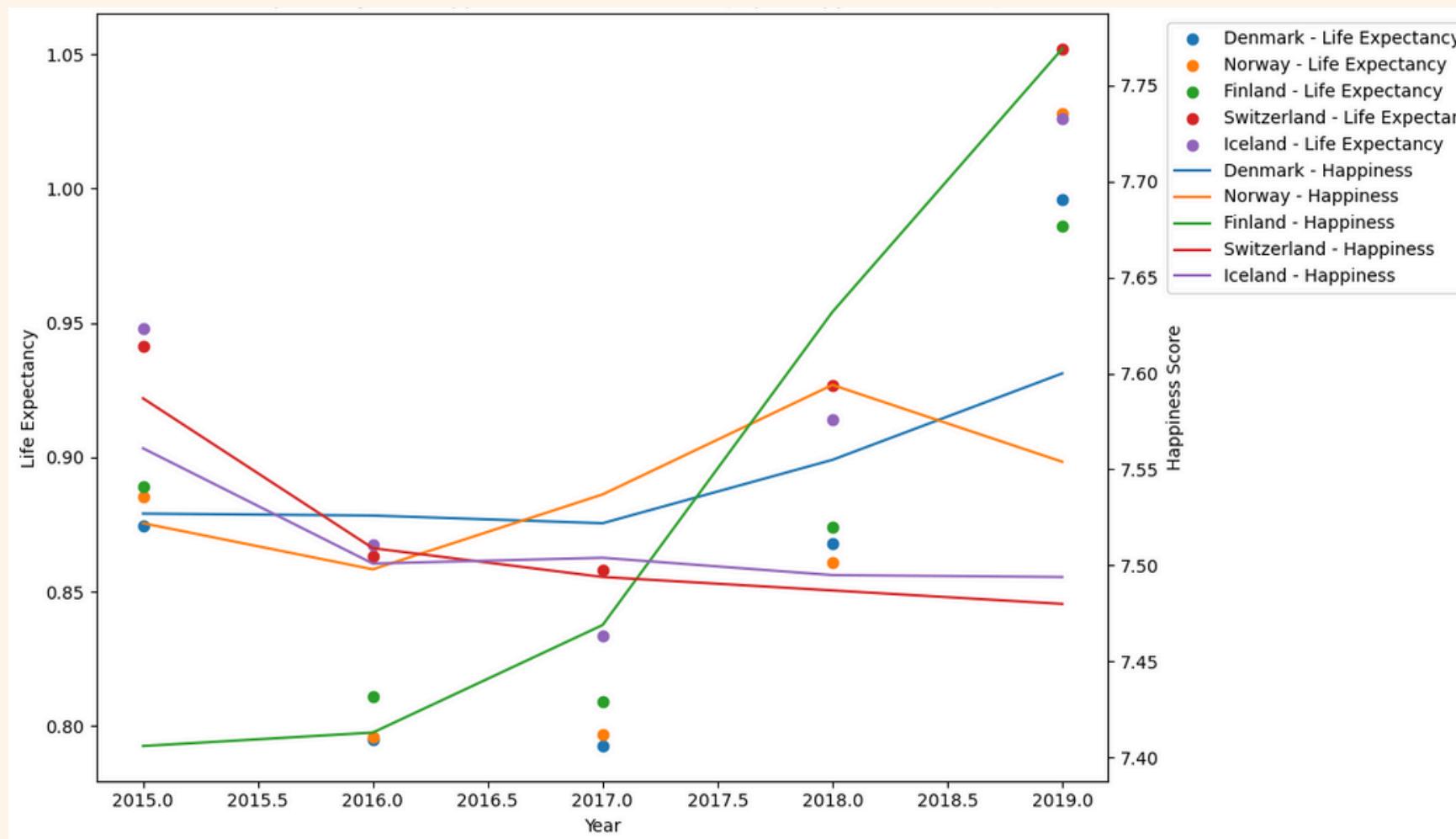


- GDP is not the primary factor driving the highest-ranked countries.

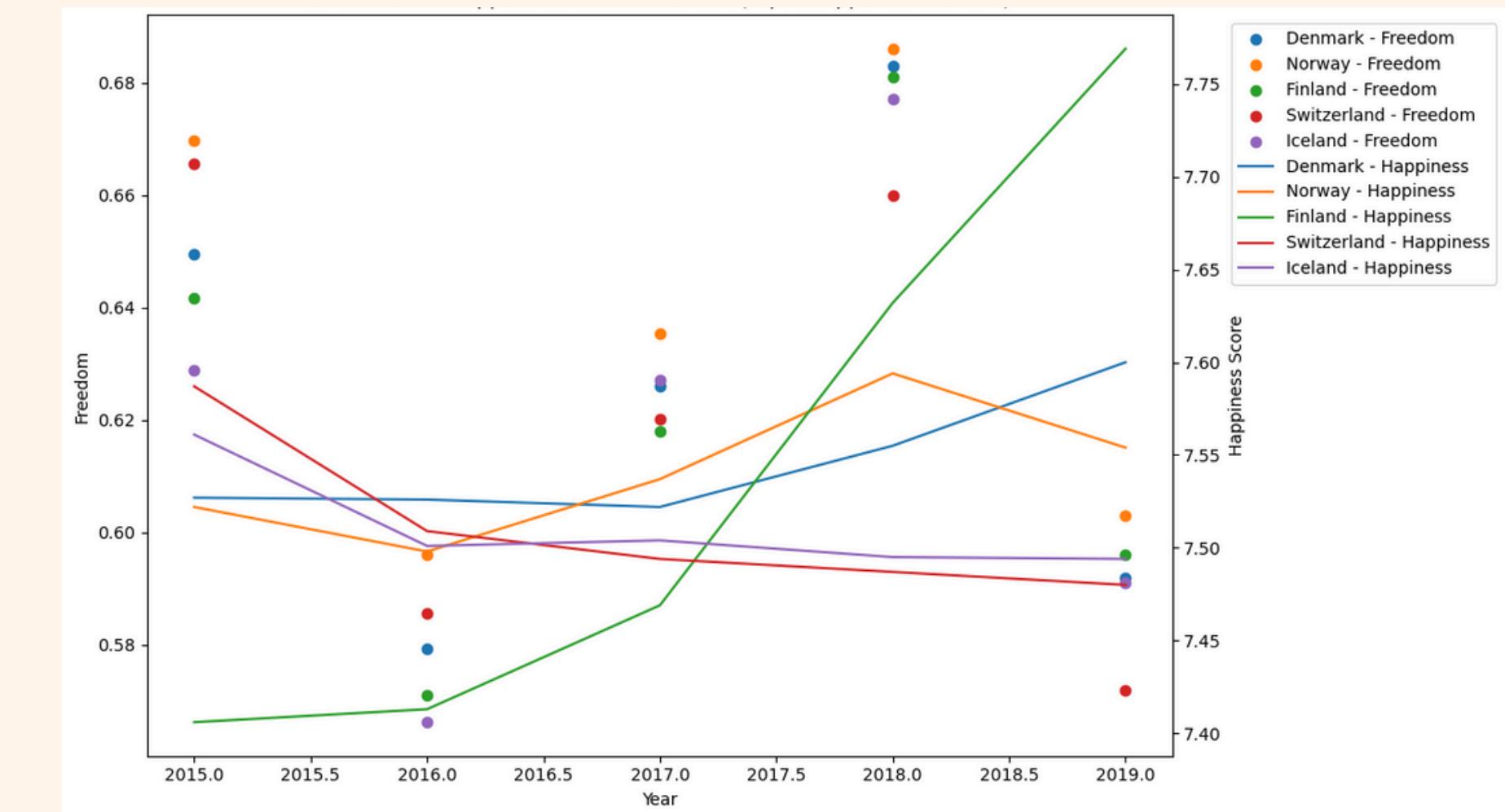
- There is a strong, positive connection between social support and the top-ranked countries

VISUALIZATION

A comparative overview of **life expectancy** and **happiness scores** (2015 - 2019) for the Top 5 Ranked Countries



A comparative overview of **freedom** and **happiness scores** (2015 - 2019) for the Top 5 Ranked Countries

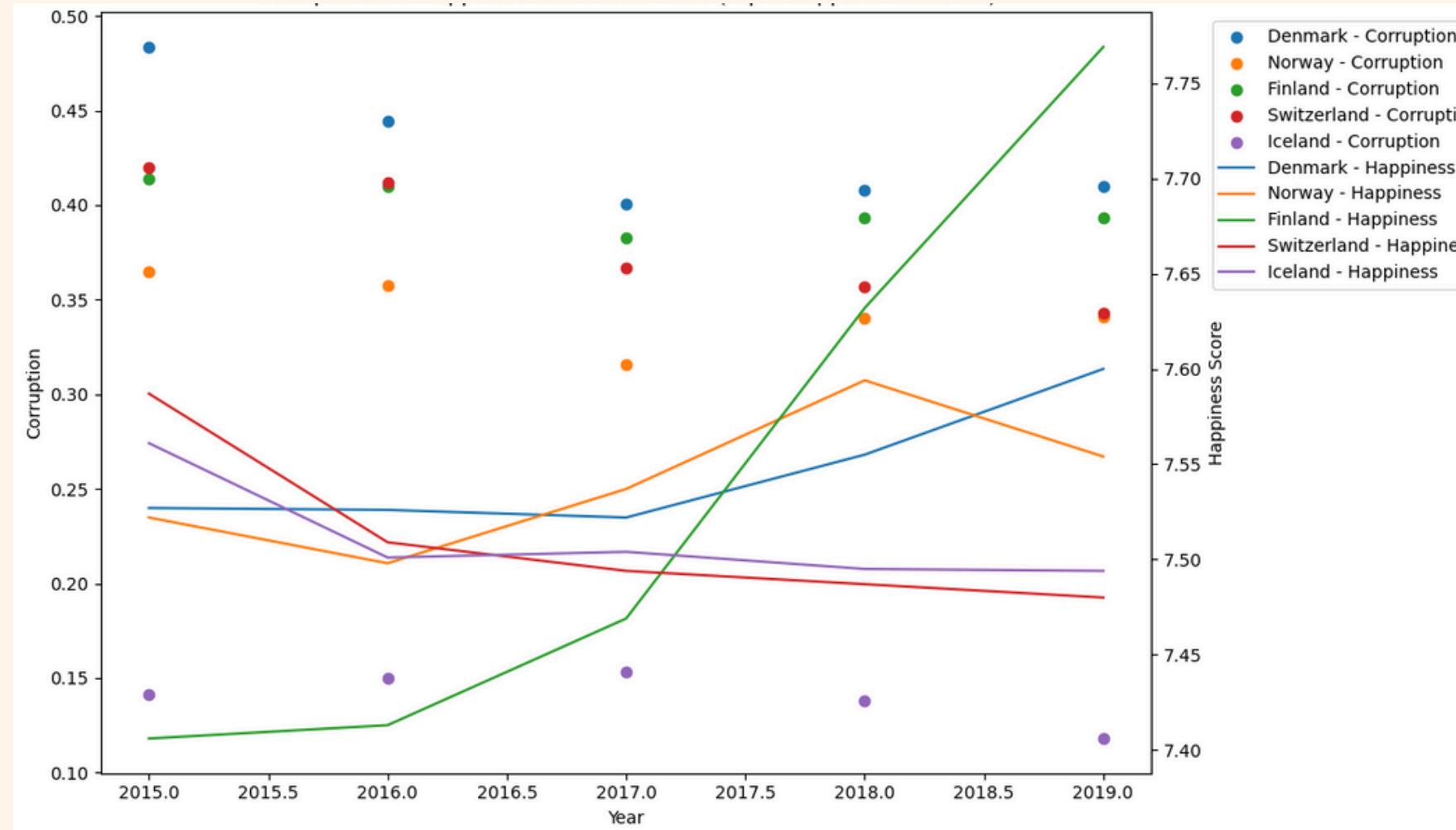


- Higher life expectancy generally aligns with greater happiness, but the relationship is not always straightforward.

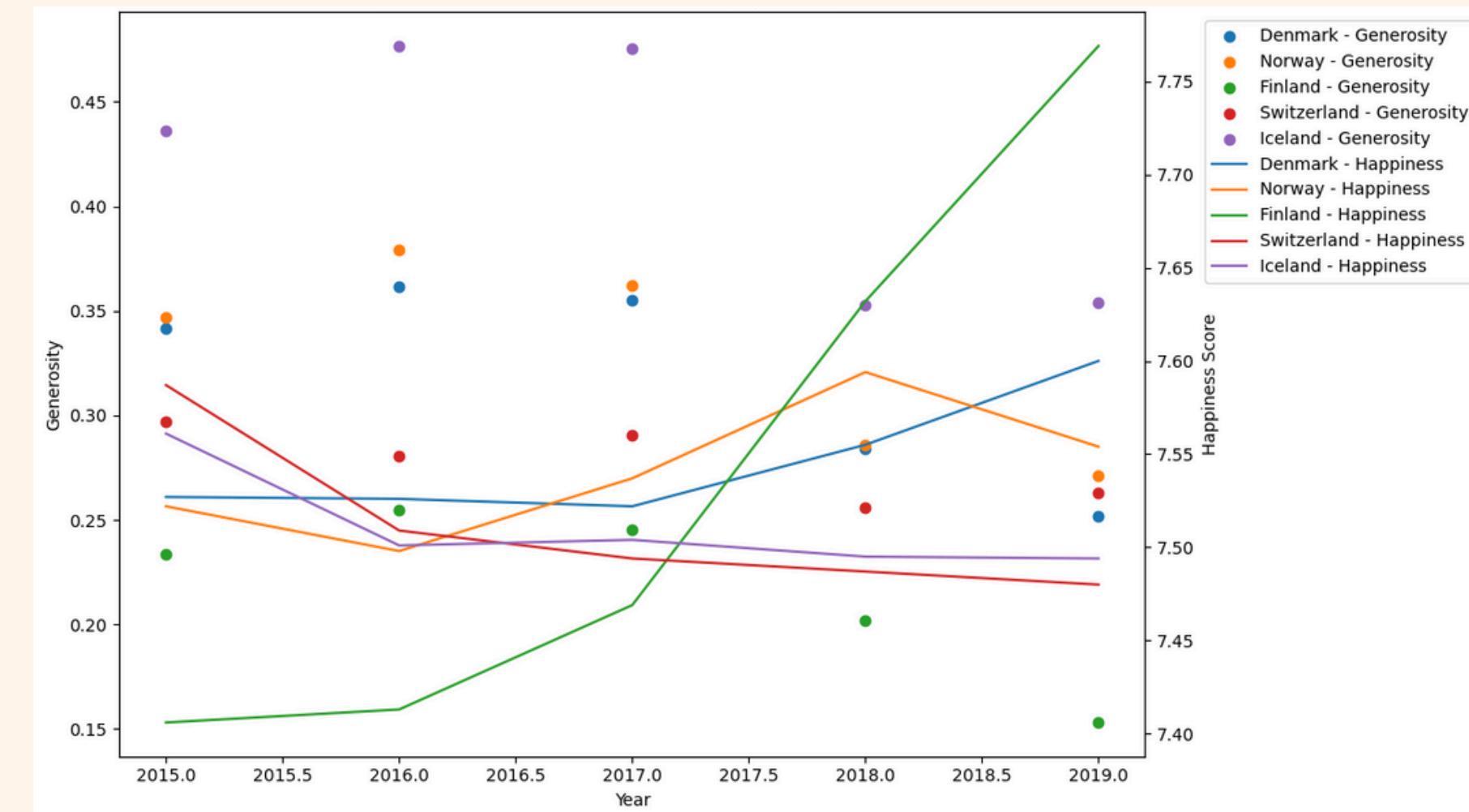
- Freedom and happiness ratings are closely connected with each other

VISUALIZATION

A comparative overview of **life expectancy** and **corruption** (2015 - 2019) for the Top 5 Ranked Countries



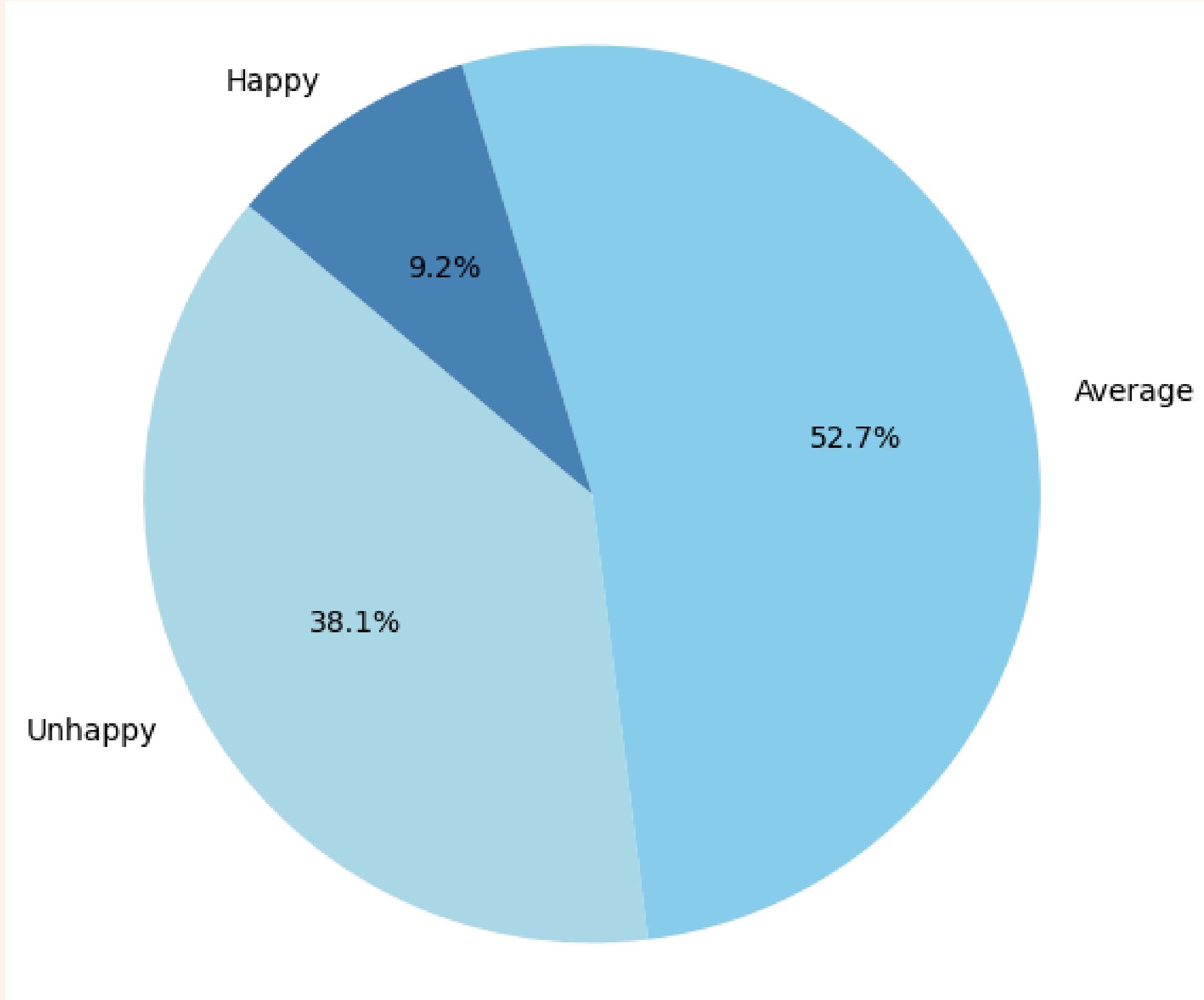
A comparative overview of **generosity** and **happiness scores** (2015 - 2019) for the Top 5 Ranked Countries



- Lower corruption is linked to higher happiness, especially in Finland. Countries like Denmark demonstrate that clean governance supports stable happiness levels.

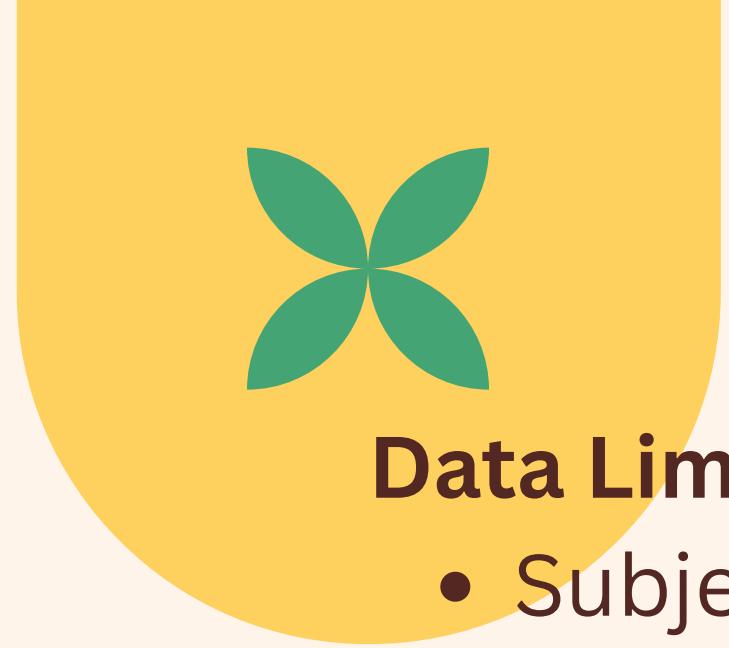
- In Finland, generosity is not linked to happiness, but in Switzerland it is.

VISUALIZATION



Countries categorized by happiness level

- Only 9.2% of countries are happy.
- Most countries (52.7%) have average happiness.
- A large share (38.1%) are unhappy.
- There's a wide gap between happy and unhappy countries.



CHALLENGES IN IMPROVING HAPPINESS



Data Limitations

- Subjective self-reported measures vary by culture
- Inconsistent or missing data in low-income countries
- Short-term policies may not show immediate impact in metric



Structural & Geopolitical Barriers

- Persistent poverty, weak infrastructure, and inequality
- Political instability or corruption limits effective policy
- Global support often constrained by national agendas

One-Size-Doesn't-Fit-All Policies

- Cultural and regional differences affect what drives happiness
- Successful models in one country may not apply elsewhere
- Policies must be context-specific and locally informed



RECOMMENDATIONS

Boost the Economy

Invest in Health Care

Improve Social Support Networks

Encourage Freedom of Choice

Reduce Corruption and Increase Trust in Institutions.

Encourage Volunteering & Generosity

THANK YOU



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