

## Rating of Happiness as a key factor to developing movie industry.

### Step 1: Define the goals

Statistics say one of the most entertainments people is movies. The last a hundred year filming industry grows within economical and technologies areas and movie is separated art which has one of the most powerful effect on people mind, behaves and the way to living. But it curious why and how one of the most powerful entertainment growing and why in some of countries movie it's necessary part of social life and how economic, social, well-being factors could impact on improving industry in people culture.

### Step 2: Set success metrics

While investigating and found the answers on questions why and how, in follow list mentioned these factors which must be triggering that movies is developing:

Field name	Scores
Logged GDP per capita	5.53-11.7
Social support	0.34-0.98
Healthy life expectancy	51.5-77.3
Freedom to make life choices	0.38-0.96
Perceptions of corruption	0.2-1.1

During checking the reasons, based on link here

<https://www.kaggle.com/datasets/ajaypalsinghlo/world-happiness-report-2023> has been found some of interesting measurements which contain rating from low to high.

In follow list is definition of areas. More high scores means more people satisfied with their life in country:

- Logged GDP per capita - GDP per capita measures the economic output of a nation per person.
- Social support is the perception and actuality that one is cared for, has assistance available from other people.
- Healthy life expectancy is average number of years that a person can expect to live in "full health".
- Freedom to make life choices describes an individual's opportunity and autonomy to perform an action selected from at least two available options.

Fewer scores indicating low level of corruption and upper scores indicating high level:

- Perceptions of corruption refers to an index that scores countries on the perceived levels of government corruption by country.

### Step 3: Users penetration of Netflix Platform

These days Netflix platform is the most popular streaming service that offers a wide variety of award-winning TV programmes, films, anime, documentaries and more on thousands of internet-connected devices. That means movie industry equal Netflix platform.

Taking into account that in every countries people watching movies and spending money for it, but there some of countries put the movies to the top of their culture. For instance “capital” of the filming area Hollywood produce hundred millions dollars projects around the world and the most invest per consumers returns accordingly to Emarketer center, industry get in follow countries:

countries	population	user penetration	users
UK	65640000	34%	22186320
Germany	82670000	36%	29347850
Australia	24130000	42%	10134600
Netherlands	17020000	44%	7420720
Sweden	9903000	50%	4971306
Denmark	5730000	55%	3145770
Canada	36290000	57%	20576430
Norway	5230000	62%	3263520
US	325700000	64%	208448000

### Step 4. Scores of global Happiness

After conducting survey in different area to identify level of happiness each of country , statistical says there is top 9 countries which have got the highest rank of happiness and highest user penetration to use Netflix streaming platform.

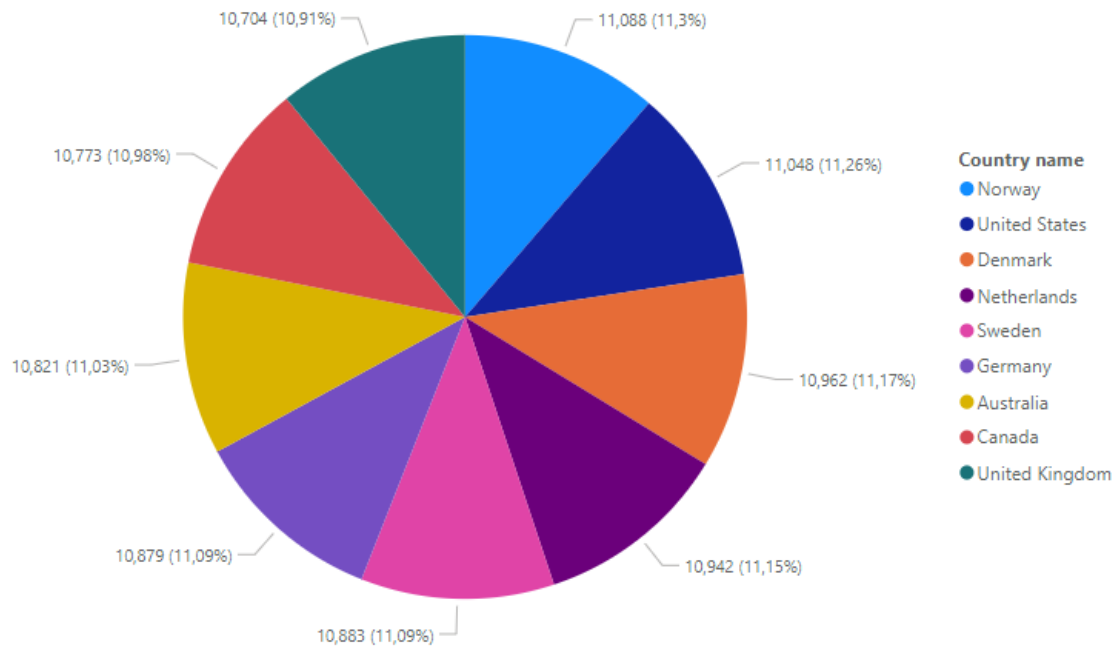
Related on table from step 2, there come to mentioned scores to estimate level of happiness each country.

Country name	Logged GDP per capita	Social support	Healthy life expectancy	Freedom to make life choices	Perceptions of corruption
Norway	11.088	0.943	71.500	0.947	0.283
United States	11.048	0.919	65.850	0.800	0.689
Denmark	10.962	0.954	71.250	0.934	0.196
Netherlands	10.942	0.930	71.550	0.887	0.379
Sweden	10.883	0.939	72.150	0.948	0.202
Germany	10.879	0.896	71.300	0.846	0.420
Australia	10.821	0.934	71.050	0.890	0.496
Canada	10.773	0.929	71.400	0.874	0.420
United Kingdom	10.704	0.882	70.300	0.852	0.454

For instance taking Norway and checked fields.

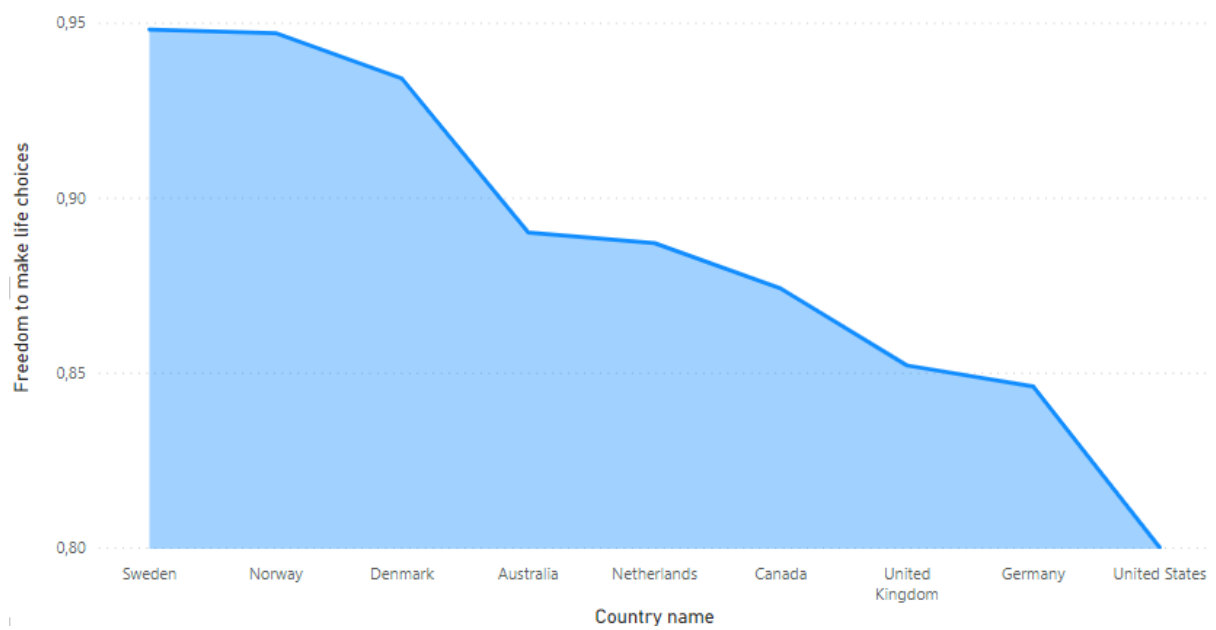
1. Using Power BI we can see that Norway being on second place after US accordingly to user perceptions is on extremely high level GDP per capita, which means people there able to pay to get a satisfaction from watching movies.

GDP per capita wg Country name



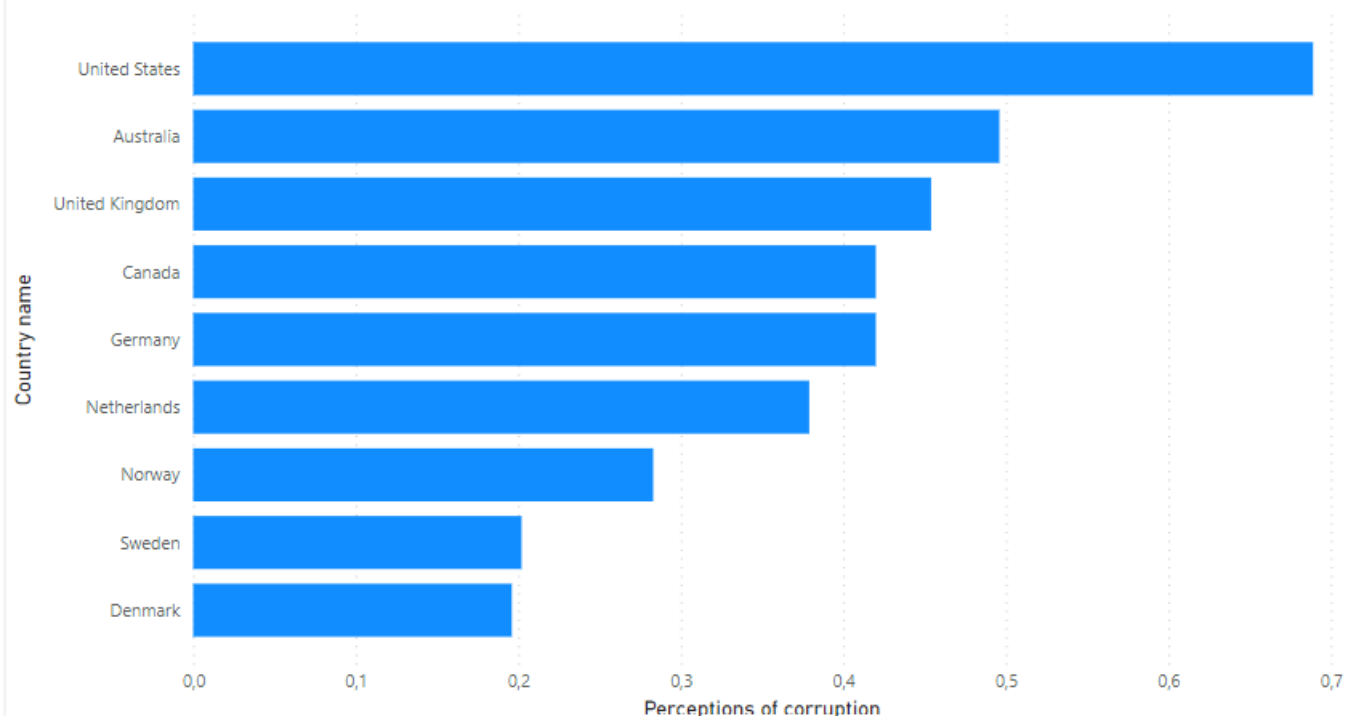
2. Freedom to make a choice in live, means a lot of benefits to entertained as well. People don't feel a pressure from government side to see on TV what they like.

Freedom to make life choices wg Country name



3. And taking account how the low corruption perception in Norway, that's also impact on general mental state people in country in consequence also on able to pay to entertain.

Perceptions of corruption wg Country name



## Step 5. Conclusions

At a final step I would to bring all details together and make suggestion why rating of global happiness is a key factors that people watching the movies, in below:

- GDP as factor country wealth effect on general social capabilities to pay for what they want to consume.
- Choice and autonomy is more directly related to happiness than having lots of money. It gives you options to pursue meaning in your life, finding activities that stimulate and excite you, keep you active and entertained. This is an important aspect of feeling happy.

Results: Economically well-being, autonomy with your life decision in consequence is a key factors why in these top 9 countries accordingly to Emarketer researching, movies is so popular.