

Home For The Digital Nomad

Presented by Dat Le



Problem

- 📍 Digital nomads seek affordable destinations with quality of life and strong digital infrastructure.
- 📍 We rank countries using key factors: GNI per capita (PPP), life expectancy, population, happiness score, and internet penetration.
- 📍 Using data-driven analysis, we identify top locations for remote work within three months.



Table of contents

01

Introduction

Defining digital nomads,
economic metrics, and
well-being indicators

02

Correlation Insights

How economic, digital, and
social factors interact for digital
nomads.

03

Key Data Findings

Uncovering trends in internet
growth, economic prosperity,
and well-being

04

Conclusion

Final insights, policy
recommendations, and future
research directions.

01

What is a Digital Nomad

- 📍 Remote workers who live in different locations while working online.
- 📍 Require reliable internet, affordability, and work-life balance.
- 📍 Popular among freelancers, entrepreneurs, and remote employees in various careers such as: Software Engineer, Digital Marketing, Content Creator, etc.
- 📍 Growth driven by remote work trends and global mobility.
- 📍 Visa policies impact where digital nomads can live long-term.



01

Why Use GNI per Capita (PPP)?

📌 Purchasing Power Parity (PPP) normalizes income by adjusting for cost-of-living differences.

📌 GNI per capita (PPP) provides a more accurate measure of economic well-being across countries.

📌 Example: A \$30 meal in the U.S. might cost only \$2 in Vietnam—PPP accounts for such differences.

📌 Think of it as currency exchange for real-life purchasing power!

🍴 Restaurants	New York, NY Edit	Ho Chi Minh City Edit	Difference
Meal, Inexpensive Restaurant	30.00 \$ (764,525.99 ₫)	2.16 \$ (55,000.00 ₫)	-92.8 %
Meal for 2 People, Mid-range Restaurant, Three-course	132.50 \$ (3,376,656.47 ₫)	23.54 \$ (600,000.00 ₫)	-82.2 %
McMeal at McDonalds (or Equivalent Combo Meal)	12.00 \$ (305,810.40 ₫)	4.71 \$ (120,000.00 ₫)	-60.8 %
Domestic Beer (1 pint draught)	9.00 \$ (229,357.80 ₫)	1.18 \$ (30,000.00 ₫)	-86.9 %
Imported Beer (12 oz small bottle)	12.00 \$ (305,810.40 ₫)	1.96 \$ (50,000.00 ₫)	-83.6 %
Cappuccino (regular)	5.93 \$ (151,087.77 ₫)	1.89 \$ (48,054.05 ₫)	-68.2 %
Coke/Pepsi (12 oz small bottle)	3.21 \$ (81,810.21 ₫)	0.50 \$ (12,783.78 ₫)	-84.4 %
Water (12 oz small bottle)	2.49 \$ (63,375.18 ₫)	0.29 \$ (7,315.79 ₫)	-88.5 %

A side-by-side cost comparison between NY and HCMC (Vietnam)
in 2025
Source: [Numbeo](#)

01

Why Consider Happiness Score?

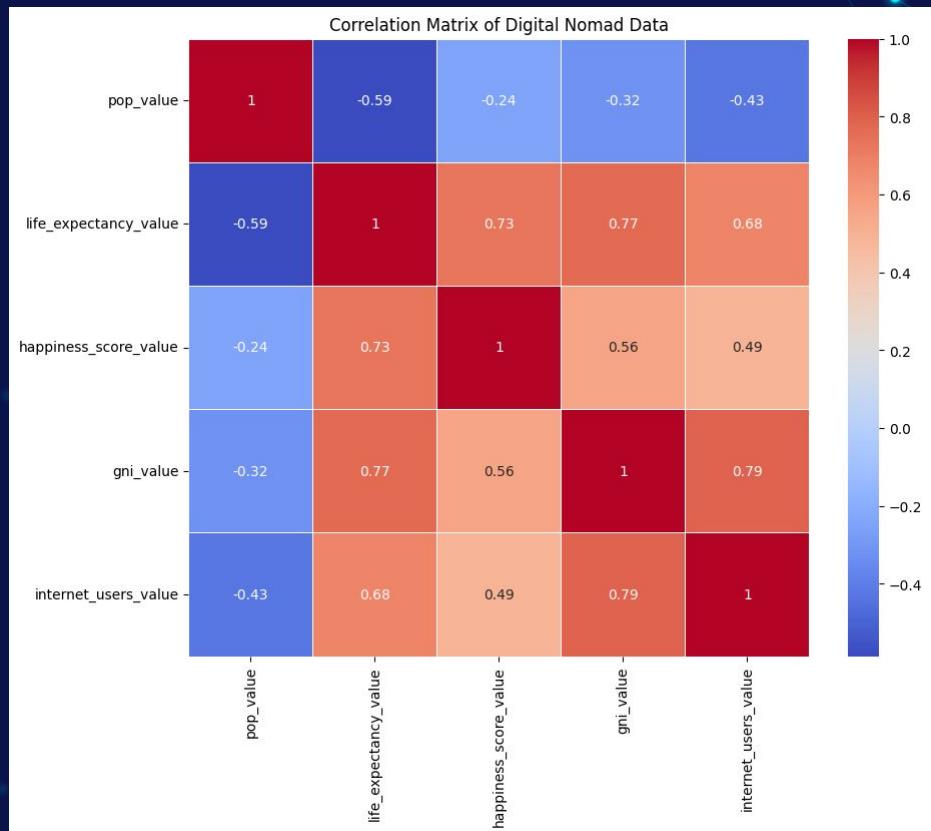
- 📍 Reflects well-being, life satisfaction, and social trust.
- 📍 Correlates with economic stability and work-life balance.
- 📍 Higher happiness → better living conditions for digital nomads.
- 📍 Factors include healthcare, income, and social support.
- 📍 Happiness score is like a battery indicator—it doesn't just show how much power (money) you have, but whether your device (life) runs smoothly with good health, security, and balance.



02

Correlation Insights

- 📌 GNI per capita (PPP) → internet penetration (0.79 correlation).
- 📌 Happiness strongly correlates with life expectancy (0.73).
- 📌 Larger populations → weaker internet access (-0.43 correlation).
- 📌 Economic growth ≠ higher happiness.
- 📌 High GNI per capita does not always mean higher quality of life.



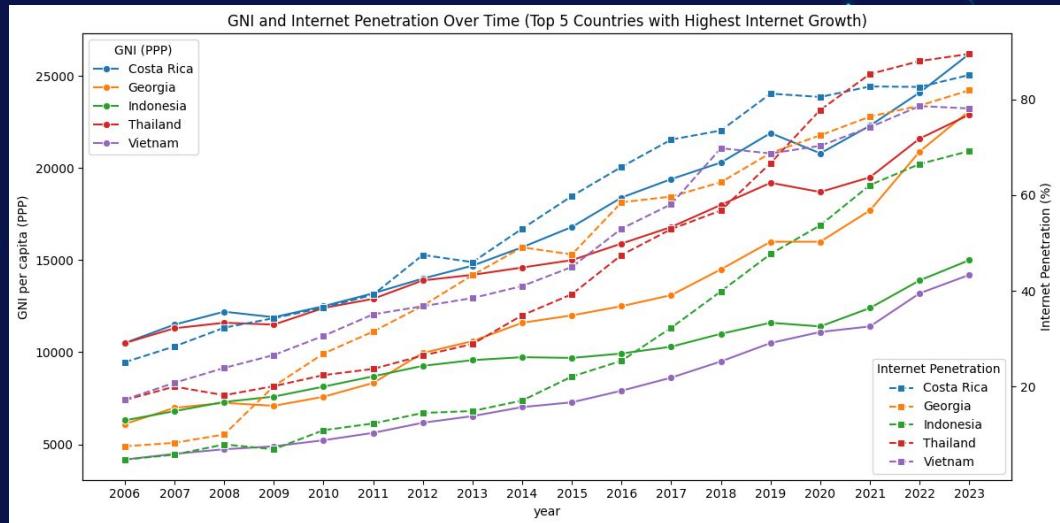
03

Key Data Findings

📍 Vietnam, Indonesia, and Georgia saw the fastest internet penetration growth.

📍 Costa Rica and Thailand show strong economic growth (GNI per capita) alongside high internet penetration (>80%), making them top-tier remote work destinations.

📍 Countries with higher GNI per capita (PPP) tend to have better internet access, but some nations (e.g., Vietnam) are prioritizing digital infrastructure despite lower income levels.

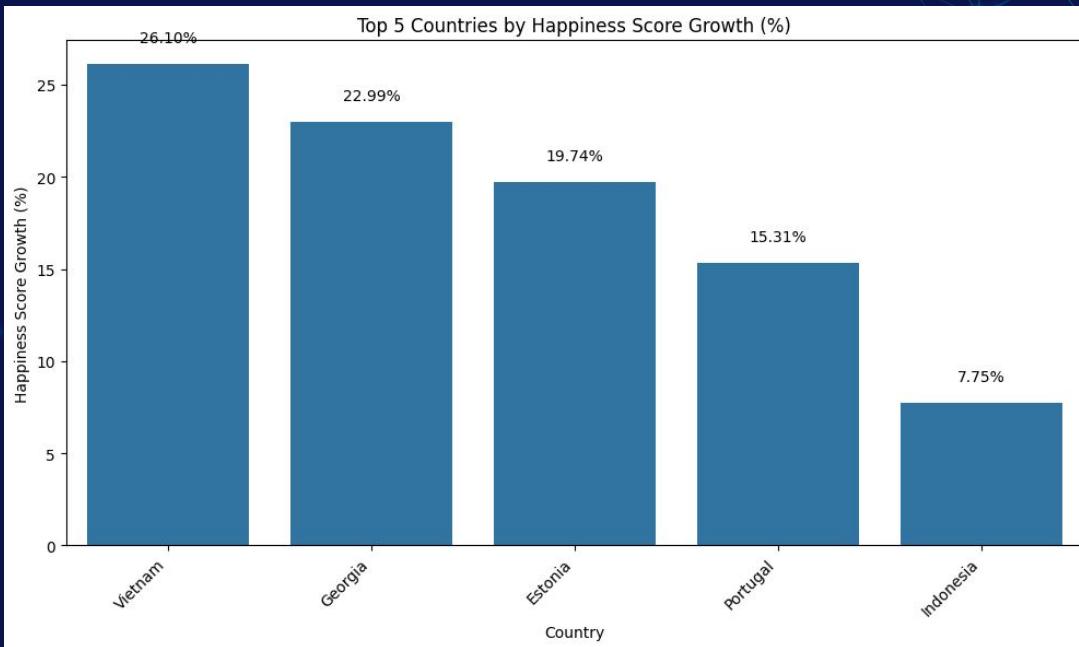


Line plots for the top GNI and Internet Penetration Over Time (Top 5 Countries with Highest Internet Growth)

03

Key Data Findings

- 📍 Vietnam and Georgia lead in happiness growth (+26.1%, +22.9%).
- 📍 Happiness score ≠ only economic growth—social factors matter too.
- 📍 Digital adoption improves well-being in connected nations.



A bar chart for the top 5 happiest countries in the last 5 years

04

Conclusion

📌 Internet and economic growth drive digital nomad appeal.

📌 Vietnam and Georgia offer affordability and well-being.

📌 Indonesia leads in growth but lags in happiness.

Country	Affordability	Well-being	Internet Growth	Happiness Score Growth
Vietnam	✓ Low Cost	✓ High	✓ Fast-growing	✓ Strong increase
Georgia	✓ Low Cost	✓ High	✓ Good	✓ Strong increase
Indonesia	✓ Low Cost	⚠ Moderate	✓ Leading growth	✗ Low increase
Costa Rica	✗ Expensive	✓ High	✓ High	✓ Stable
Thailand	⚠ Moderate	✓ High	✓ High	✓ Stable

04 Conclusion

- 📍 Countries should invest in digital infrastructure.
- 📍 Governments can refine visa policies and taxation systems to attract remote professionals.
- 📍 Happiness and work-life balance should be key factors.
- 📍 Further research should analyze cost of living, social well-being policies, and economic incentives to provide deeper insights into the ideal digital nomad destinations.

Nvidia to build AI research, data centres in Vietnam with govt

By Reuters

December 5, 2024 5:07 AM PST · Updated 3 months ago



The logo of NVIDIA as seen at its corporate headquarters in Santa Clara, California, in May of 2022. Courtesy NVIDIA/Handout via REUTERS
[Purchase Licensing Rights](#)

HANOI, Dec 5 (Reuters) - Nvidia (NVDA.O) and the Vietnamese government will jointly set up an AI research and development centre and an AI data centre in the Southeast Asian country under an agreement signed on Thursday.

[Services](#) [Customer Stories](#) [Blog](#) [Career](#)

burning bros.

EN KR

Contact us

← Back to blog

Viet Nam Becomes The Next Big Technology Hub in South East Asia

04 Sources



📌 Project page:
<https://git.generalassembly.ly/ndatle/project-1>

📌 <https://www.gapminder.org/data/>

📌 <https://www.reuters.com/technology/vietnam-signs-ai-cooperation-agreement-with-vietnamese-government-2024-12-05/>

📌 <https://www.burningbros.io/blog/vietnam-becomes-the-next-big-technology-hub-in-south-east-asia>

📌 https://www.numbeo.com/cost-of-living/compare_cities.jsp?country1=United+States&country2=Vietnam&city1>New+York%2C+NY&city2=Ho+Chi+Minh+City



A good traveller has no fixed plans
and is not intent on arriving

—Lao Tzu