

# Exploring Global Happiness: A Tableau Story (2015-2023)

## Project Overview

Understanding happiness is essential to improving well-being worldwide. This project leverages **Tableau Public** to analyze data from the **World Happiness Report (2015-2023)**, covering **150+ countries**. The goal is to identify key drivers of happiness and visualize how factors like GDP, social support, life expectancy, freedom, and generosity influence well-being globally.

## Dataset & Methodology

The dataset was sourced from the **World Happiness Report**, a public dataset from Kaggle. It contains yearly reports from **2015 to 2023**, measuring happiness scores based on factors such as:

- **GDP per capita:** Economic prosperity
- **Social support:** The presence of close relationships and support networks
- **Healthy life expectancy:** Longevity and quality of life
- **Freedom to make life choices:** Personal autonomy
- **Generosity:** Willingness to give and help others
- **Perception of corruption:** Trust in institutions

For analysis, I used **Tableau Public** to create **interactive dashboards** that help explore trends, correlations, and regional comparisons.

## Key Visualizations & Insights

### 1. Happiness Status Overview (2015-2023)

- **Regional Happiness Trends:** A highlighted table showcasing **average happiness scores by region**, allowing users to compare overall well-being across continents.
- **Top 10 Happiest & Least Happy Countries:** Interactive **maps** displaying the most and least happy countries using color-coded indicators. Tooltips reveal country details, region, and average happiness scores.

- **Dashboard Integration:** These visualizations are combined into a single dashboard titled “**Happiness Status Overview**”, which allows users to filter and interact with the data seamlessly.

## 2. Effect of GDP per Capita on Happiness Score

- **GDP & Happiness Trends:** A **multiline chart** visualizing the top 10 happiest countries' **GDP trends over the years**.
- **Happiness Score vs. GDP Per Capita:** A **line chart** showing how GDP and happiness correlate from **2015-2023**.
- **Dashboard for Economic Impact:** These charts are compiled into a **dashboard that allows users to explore the economic influences on happiness**.

## 3. Social & Well-Being Factors Impacting Happiness

- **Freedom & Social Support:** A **dual combination bar and line chart** illustrating the role of freedom and social support in happiness levels.
- **Generosity & Healthy Life Expectancy:** Another **dual-axis chart** displaying how generosity and life expectancy contribute to well-being.
- **Dashboard for Social Factors:** This section features an **interactive dashboard that highlights the most influential non-economic happiness drivers**.

## 4. Happiness Trends in the Least Happy Countries

- A similar analysis was conducted for the **least happy countries**, focusing on their **economic, social, and well-being factors**.
- **Key differences:** Many of these nations struggle with **low GDP, weak social structures, and high corruption perceptions**, leading to persistently lower happiness scores.

## Key Takeaways

📌 Economic prosperity plays a role in happiness, but social and health factors have a stronger impact. 📌 Countries with high levels of social support, freedom, and low corruption tend to be the happiest. 📌 The happiness gap remains significant between the happiest and least happy nations, highlighting disparities in quality of life.

### Project Link & Next Steps

🔗 Explore the Interactive Dashboard Here:

[Global Happiness Dashboard \(2015-2023\)](#)

This project allowed me to apply **data visualization, analytics, and storytelling skills** to uncover meaningful insights from a decade of global happiness data. I plan to **expand this project by exploring machine learning models to predict future happiness trends** based on historical data.