

## Exercise 6.7: Creating Data Dashboards

### Business case

**Who:** the dashboard is designed for the wide public, including policymakers, researchers, students, and anyone interested in understanding the factors that influence global happiness.

**Why:** we want users to understand how different factors contribute to happiness across various countries and regions. We also want to provide insights that can inform policy-making and initiatives aimed at improving well-being.

**What:** the storyboard will provide comparisons between countries and regions in terms of happiness scores and contributing factors, and it will facilitate the identification of patterns and trends in global happiness over the past decade.

**When:** it will be used whenever users want to explore and understand the factors influencing global happiness. This could be during policy formulation, academic research, educational purposes, or general public interest in global well-being trends.

**Where:** Tableau Public.

### Storyboard structure

1. World Happiness Report: an introduction
2. Exploratory Analysis: what impacts happiness?
3. Linear Regression: what's the relationship between happiness and GDP per capita?
4. Cluster Analysis: how can countries be grouped based on happiness factors?
5. Cluster Analysis Results: happiness clusters in relation to contributing factors.
6. Final Results and Recommendations: answering key questions about predictors of happiness, as well as limitations of the analysis and proposed next steps.