Analyzing Global Happiness Trends and Factors (2015–2023)

An exploration of how economic and social factors influence global happiness levels across different regions and income groups.

Project Objective: Uncovering the Drivers of Global Happiness

Identify Key Influencers

Explore how factors like GDP, social support, life expectancy, and freedom affect happiness.

Regional Comparison

Uncover which regions are the happiest globally and analyze differences.

Temporal Analysis

Track how happiness levels have changed over the 2015–2023 period.

happiness_rank	happiness_score	gdp	social_support	life_expectancy	freedom	generosity	corruption
1362.000000	1362.000000	1362.000000	1362.000000	1362.000000	1362.000000	1362.000000	1362.000000
76.596182	5.440554	1.018017	1.045228	0.583435	0.451150	0.196381	0.132210
44.108242	1.118747	0.452866	0.331536	0.244796	0.156494	0.113493	0.112682
1.000000	1.859000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000
38.250000	4.597750	0.696250	0.832000	0.402250	0.356000	0.115000	0.057000
76.500000	5.431000	1.040000	1.083000	0.611500	0.468000	0.183000	0.097000
114.000000	6.257250	1.338000	1.301000	0.777000	0.569750	0.253000	0.166000
158.000000	7.842000	2.209000	1.644000	1.141000	0.772000	0.838000	0.587000

Columns — Measure Names

Rows — Country

Standard

🟢 Global Happiness KPIs (2023)

Country

Finland	1.888	7.804	1.585	0.53
	Gdp	Happiness Score	Social Support	Corrup

Key Factors Influencing Happiness

We are focusing on four primary indicators that correlate strongly with national happiness scores.

GDP Per Capita

Economic production and income level.

Social Support

Perceived network of friends and family.

Healthy Life Expectancy

Years lived in good health.

### Freedom

Perceived freedom to make life choices.

The Happiness Score: A Global Metric

The happiness score is a composite metric derived from survey data, reflecting the average life evaluation in each country.

> The score is based on the Cantril Ladder, where respondents rate their current life on a scale from 0 (worst possible life) to 10 (best possible life).

Higher scores indicate greater overall life satisfaction and well-being among the population.
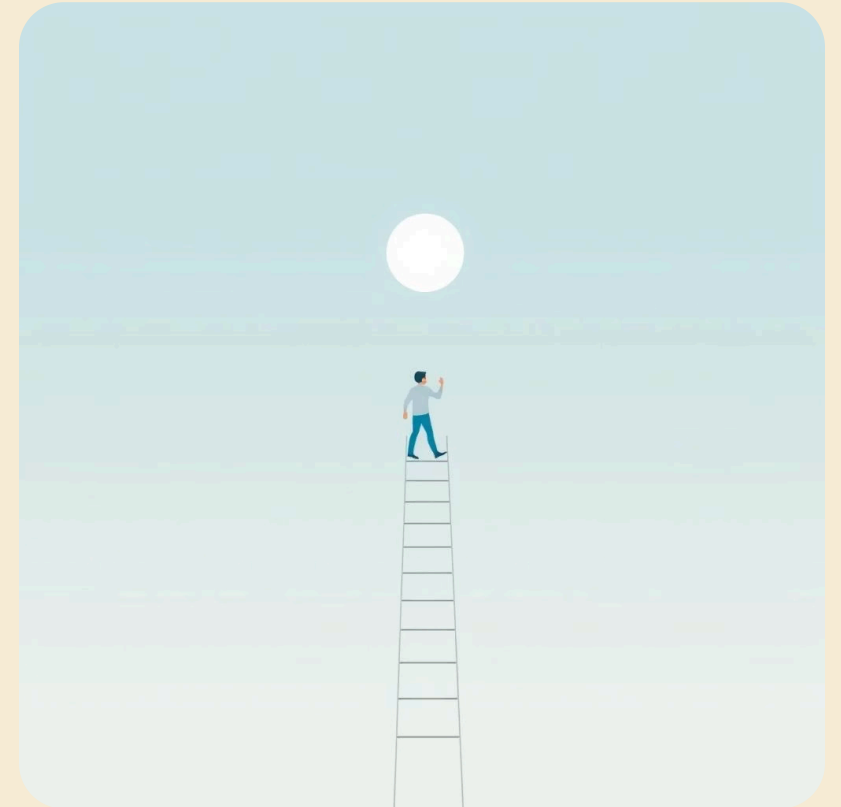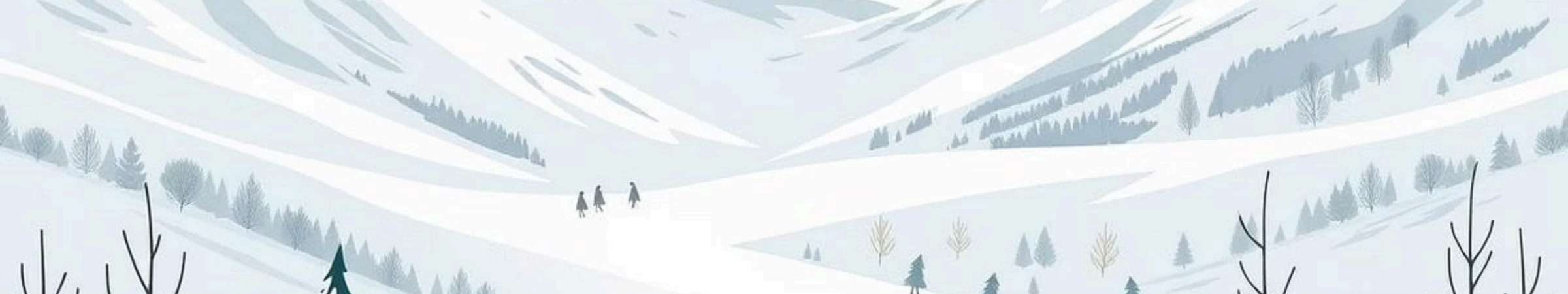
Regional Happiness Leaders (2015-2023 Average)

Northern Europe consistently dominates the top rankings, demonstrating high levels of social trust and strong welfare systems.

Nordic Countries

Consistently ranked highest due to social cohesion and equality.

Western Europe

Strong economies and robust social safety nets contribute to high scores.
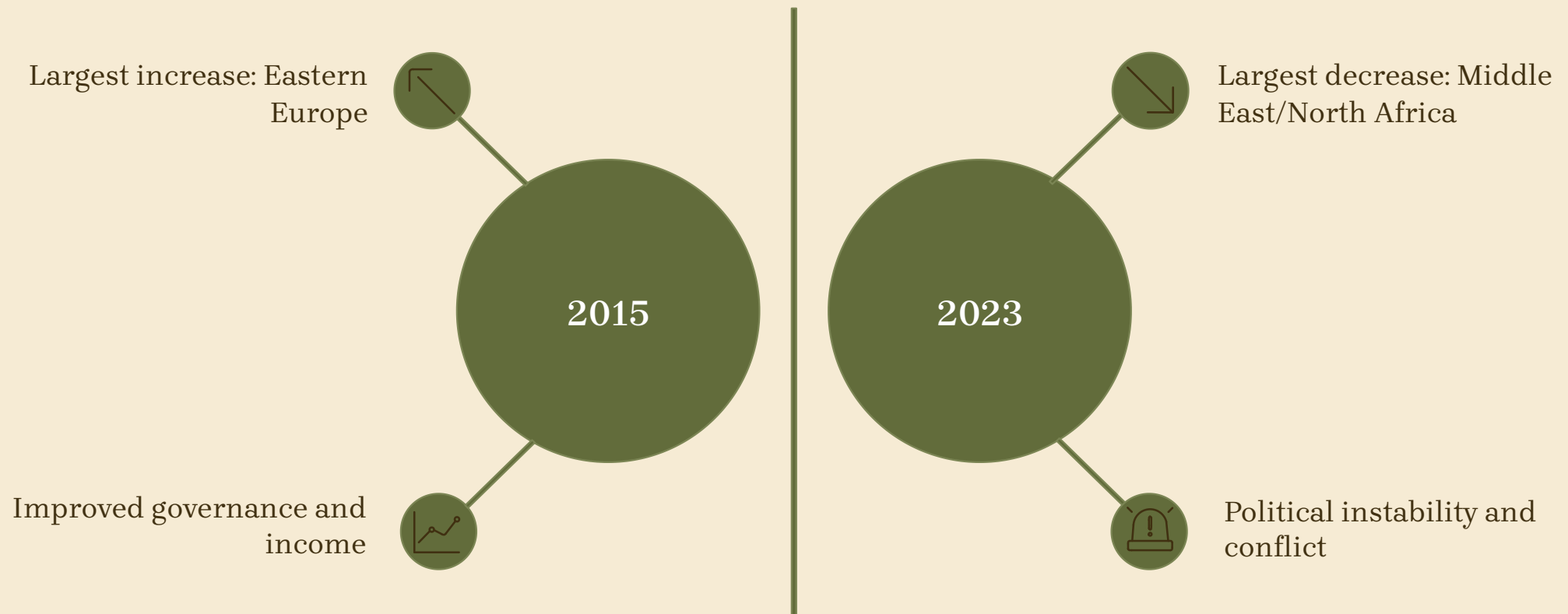
North America

High GDP and perceived freedom maintain strong, though fluctuating, scores.
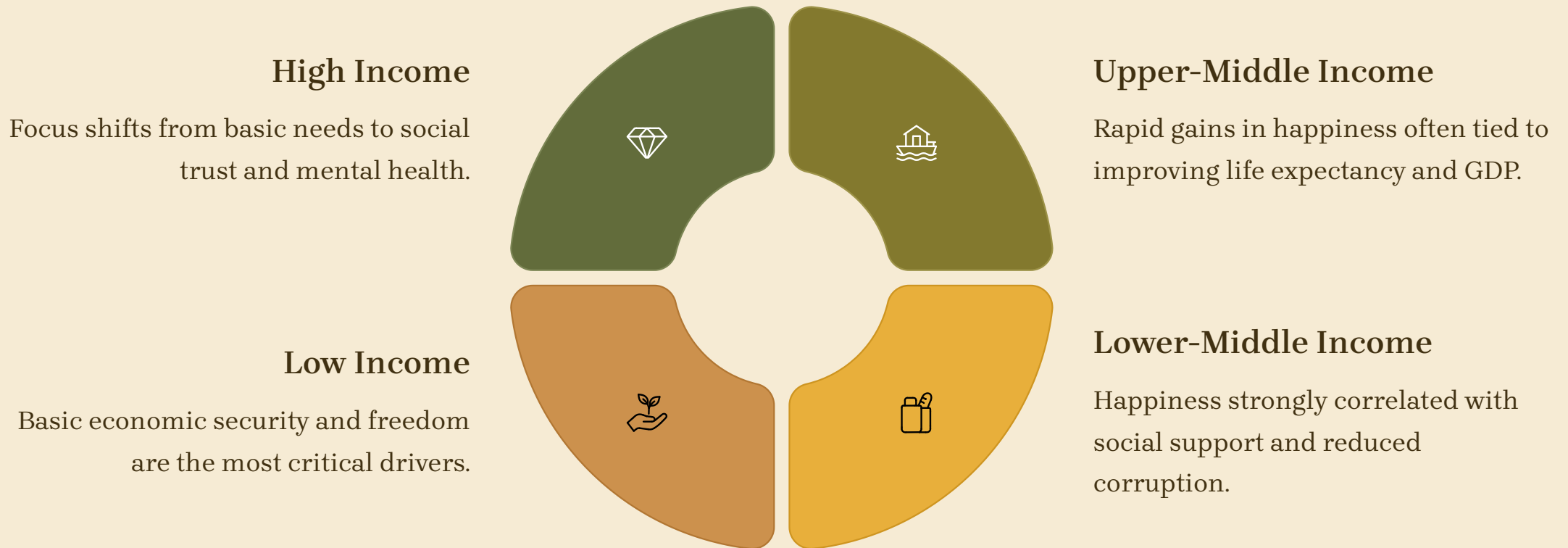
Happiness Trends Over Time (2015 vs. 2023)

While global happiness has remained relatively stable, significant shifts have occurred in specific regions, often linked to economic or political stability.

Largest increase: Eastern Europe

2015

Largest decrease: Middle East/North Africa

2023

Improved governance and income

Political instability and conflict

Eastern Europe has shown notable improvement, while regions affected by conflict or economic downturns have seen declines.

Made with GAMMA

The Role of Income Groups

Income level remains a powerful predictor of happiness, but the relationship is not linear; social factors become more critical in high-income nations.

High Income

Focus shifts from basic needs to social trust and mental health.

Upper-Middle Income

Rapid gains in happiness often tied to improving life expectancy and GDP.

Low Income

Basic economic security and freedom are the most critical drivers.

Lower-Middle Income

Happiness strongly correlated with social support and reduced corruption.

Correlation Strength: Which Factor Matters Most?

Statistical analysis reveals the relative importance of each factor in predicting a country's happiness score.
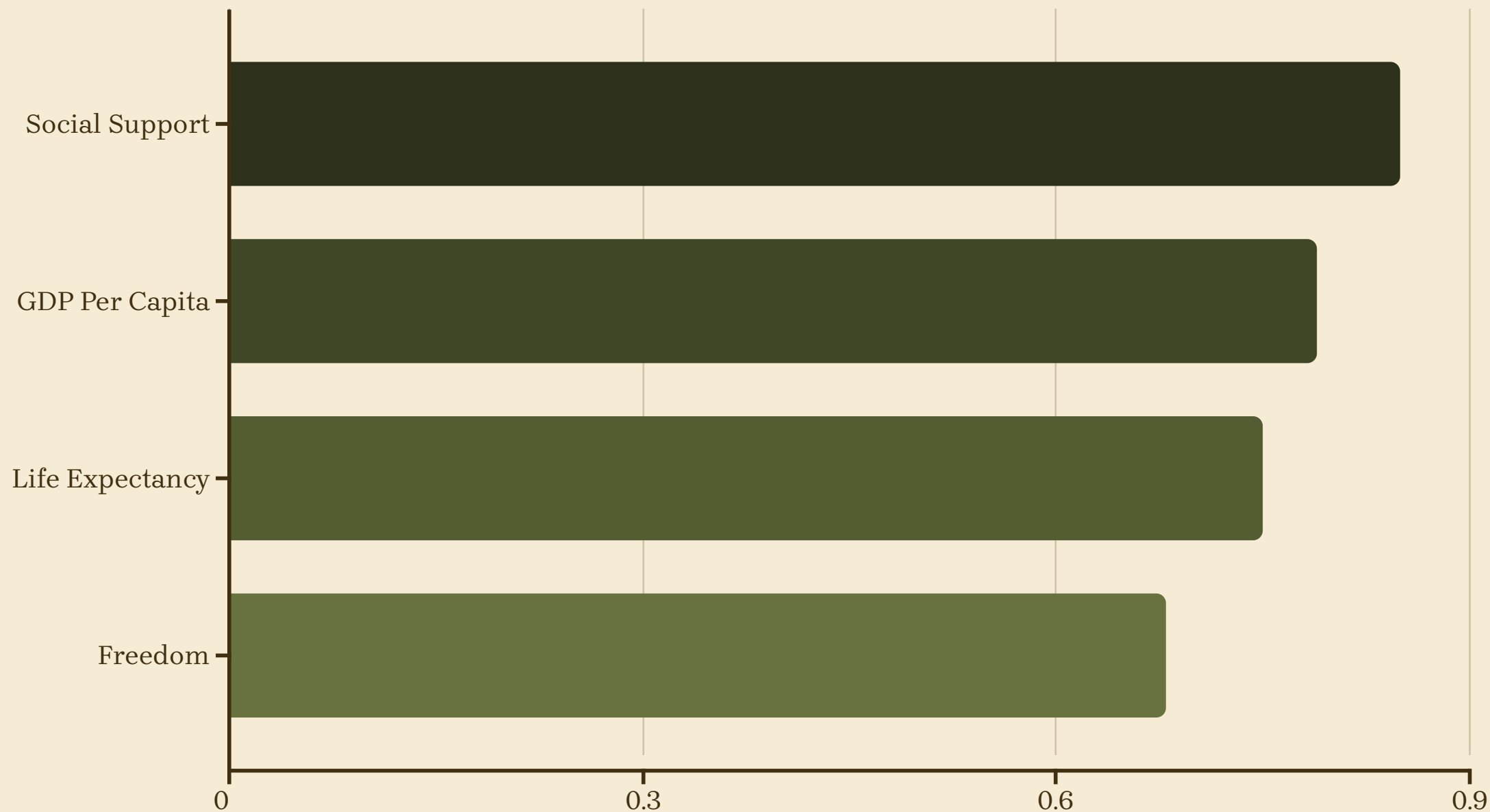
Social support consistently shows the strongest correlation, underscoring the human need for connection and community.

Made with GAMMA

Conclusion: Investing in Well-being

→ **Social Bonds are Key**

Strong social support systems are the most reliable predictor of national happiness.

→ **Economic Foundation**

GDP is crucial, especially for lower-income nations, but its impact plateaus.

→ **Policy Implications**

Governments should prioritize public health, social cohesion, and personal freedoms.

Made with GAMMA