What makes people happy?

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INTRODUCTION & GOAL

Have you ever wondered what truly makes a country happy?

We'll be exploring the **2018-2019 World Happiness Report** to uncover the key drivers of happiness, and to demonstrate that "softer" social factors can be just as, or even more, influential than economic prosperity.

- Which factors have the strongest link to happiness?

- How do strongest factors contribute to happiness?

- What separates the happiest countries?

- Does corruption undermine happiness?

- Can other factors make up for lower GDP?

DATA

Data source: [World Happiness Report (2018-2019)](#)

Initial cleanup:

- Removed irrelevant index columns ("Unnamed: 0.1" and "Unnamed: 0").

- Renamed columns for clarity and consistency.

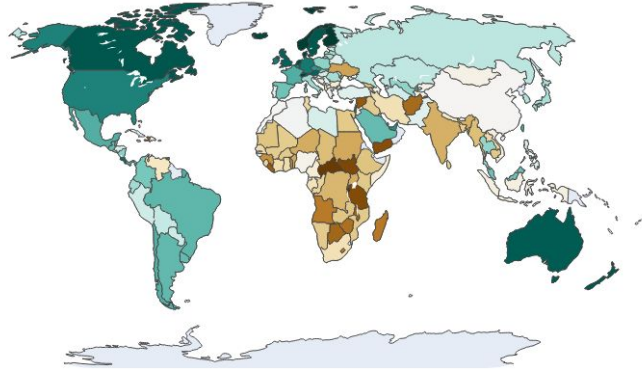- Split the dataset into two separate DataFrames for 2018 and 2019.

Handling missing data:

- Dropped "Healthy life expectancy" column since 98% of its data was missing.

- Imputed missing "Perceptions of corruption" value for UAE with the score from the following year, assuming a consistent trend.
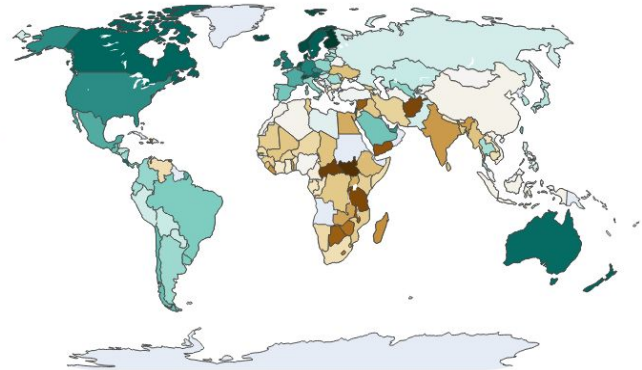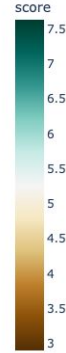
DATA (variables)

- **rank:** country's overall position on a scale from 1 (most happy) to 156 (least happy)

- **country:** country

- **score:** national life evaluation scores from the Gallup World Poll

- **gdp:** a measure of a country's economic output and standard of living

- **social_support:** how people appreciate the social support by governments

- **freedom_choices:** the extent to which individuals feel they have the liberty to make important decisions about their lives

- **generosity:** the tendency of people in a country to be charitable or helpful to others

- **corruption:** the level of trust people have in their government and public institutions, and whether they perceive them to be corrupt
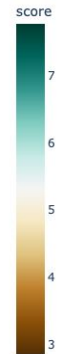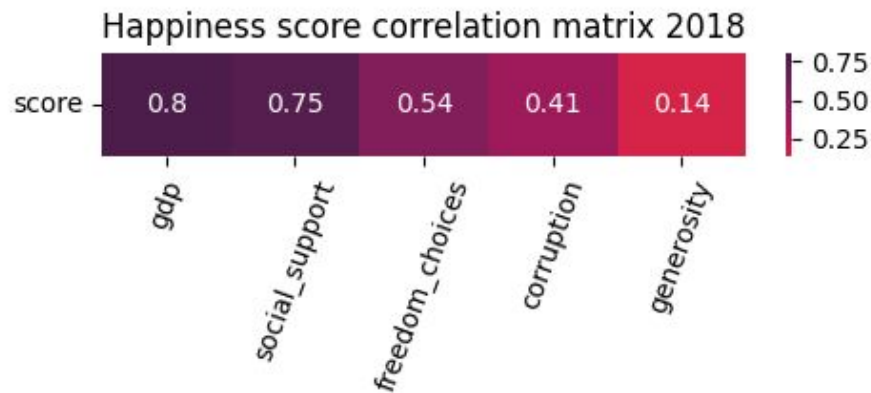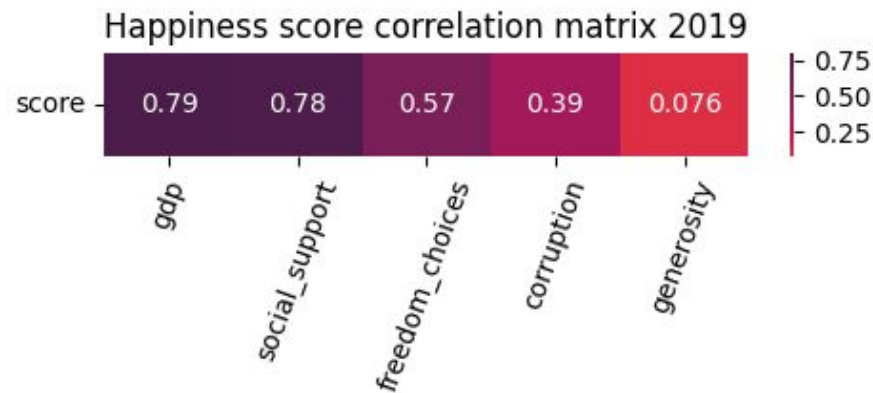
GLOBAL HAPPINESS MAP

2018

2019

These maps highlight how happiness is distributed around the globe in 2018 and 2019, showing which regions are home to the happiest (and least happy) countries.

WHICH FACTORS HAVE THE STRONGEST LINK TO HAPPINESS?

Happiness score correlation matrix 2018

score	gdp	social_support	freedom_choices	corruption	generosity
	0.8	0.75	0.54	0.41	0.14

Happiness score correlation matrix 2019

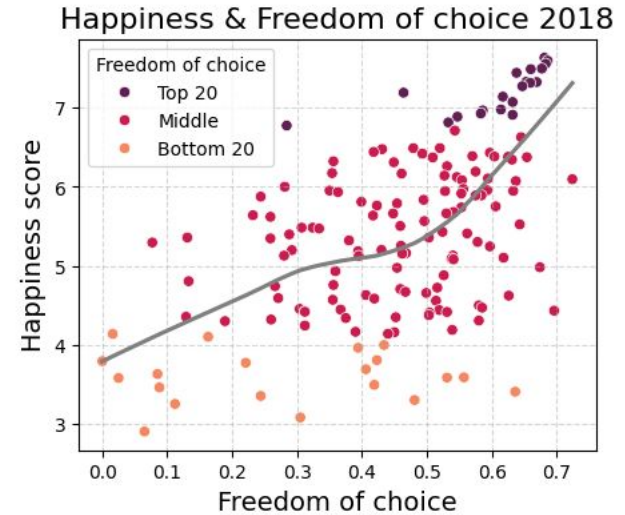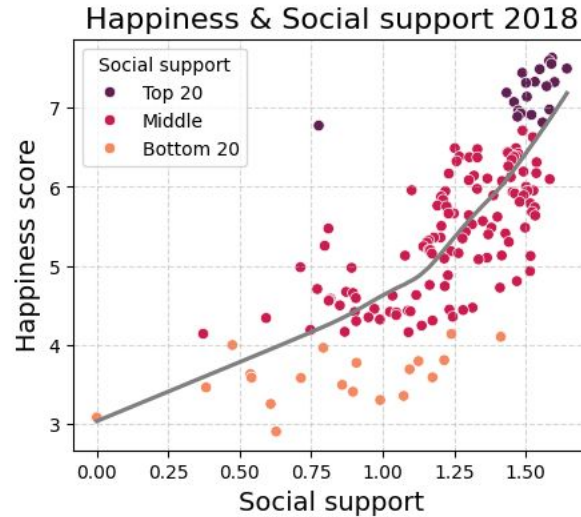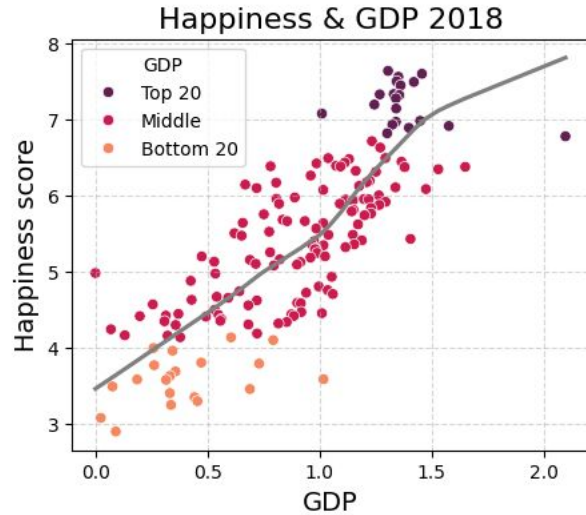| score	gdp	social_support	freedom_choices	corruption	generosity
	0.79	0.78	0.57	0.39	0.076

These correlation matrices show that **GDP per capita** and **social support** have the **strongest link** to happiness.

On the other hand, factors like **generosity** and **perceptions of corruption** have a **much smaller effect** on the overall happiness score.

This tells us that a country's economic strength and how its citizens feel about the support they receive from their government are the biggest drivers of well-being.
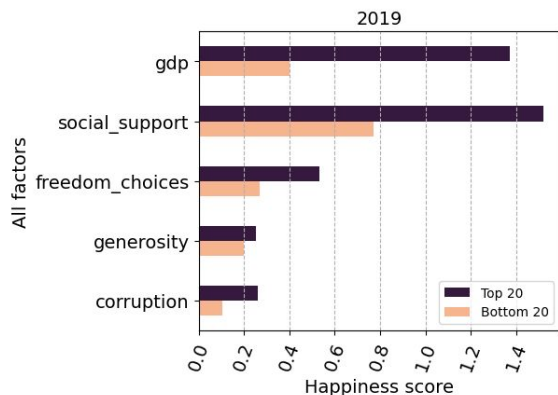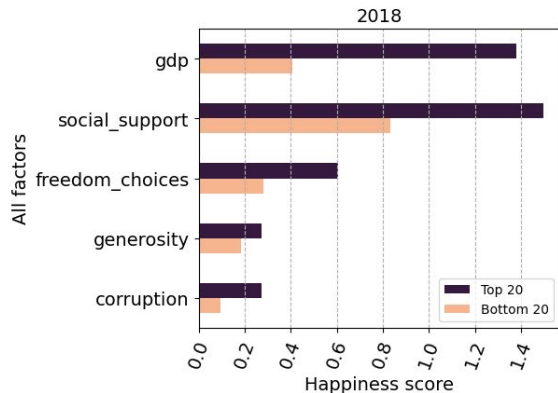
HOW DO STRONGEST FACTORS CONTRIBUTE TO HAPPINESS?

Focusing on 2018, these scatterplots provide a closer look at the previous heatmap, with regression lines highlighting the strong positive relationships between GDP, social support, freedom of choice, and happiness.

WHAT SEPARATES THE HAPPIEST COUNTRIES?

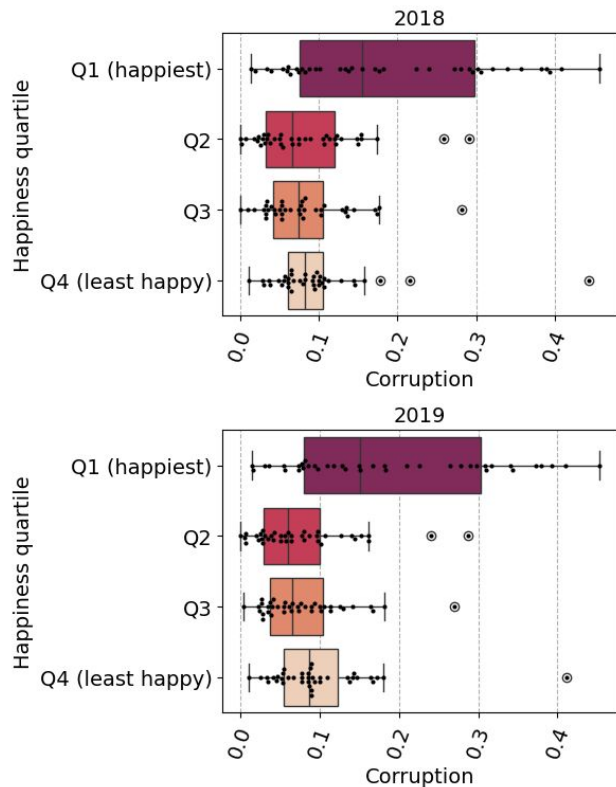Factors for most and least happy countries

These charts show what sets the happiest countries apart from the least happy.

The biggest differences lie in **GDP per capita** and **social support**.

This shows that the happiest nations are not just wealthier, but also have stronger systems of government support.

DOES CORRUPTION UNDERMINE HAPPINESS?

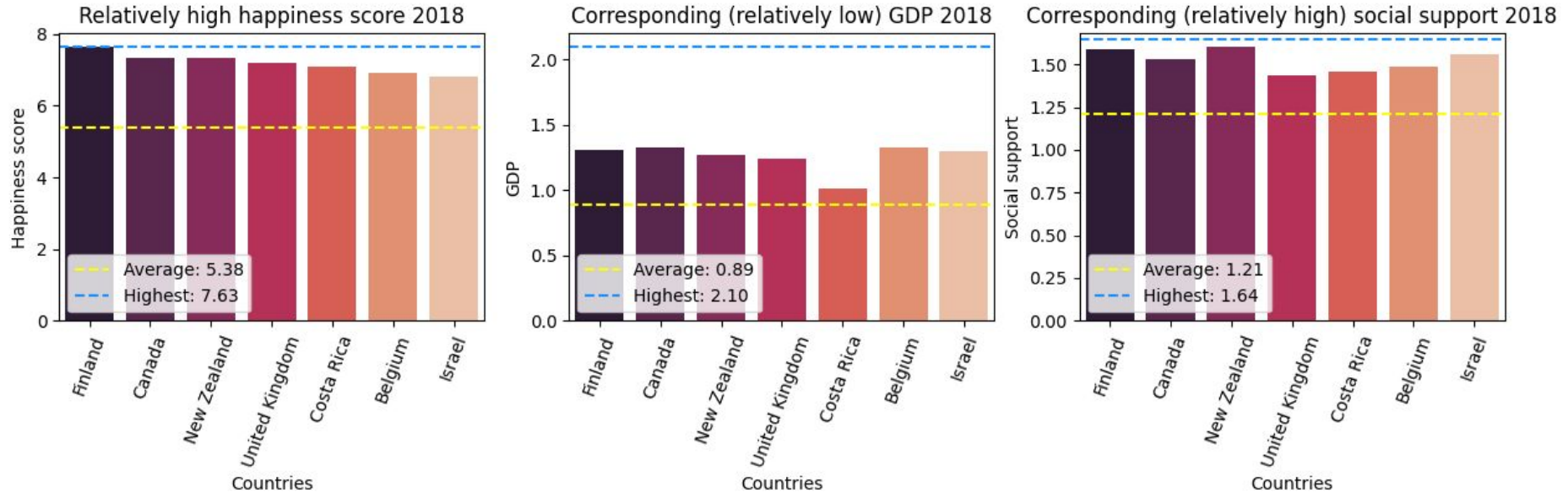Perception of corruption by happiness quartile

Surprisingly, these plots show that **perceptions of corruption** are **highest** among the **happiest countries**.

This could mean that transparency in these countries leads to a **greater awareness** of corruption.

Or that strong social and economic factors can build a **resilience** to it.

CAN OTHER FACTORS MAKE UP FOR LOWER GDP?

These charts prove that a high GDP is not the only path to happiness.

For some countries in 2018, social support helped achieve a high level of well-being, showing that 'softer' factors can compensate for lower economic output.

CONCLUSION

Our analysis of the 2018-2019 World Happiness Report shows that both economic and social factors shape well-being.

GDP, social support, and freedom of choice stand out as the strongest drivers of happiness and 'softer' factors can sometimes compensate for lower economic output.

Overall, happiness is shaped by feeling supported, having the freedom to make choices, and living in a society that cares for its citizens.

Well-being is about more than just money.

WHAT'S NEXT?

- **Regional or cultural comparisons**
  Compare happiness drivers across continents or cultural clusters to see how economic and social factors vary around the world.

- **Trends over time**
  Extend the analysis to more years to observe how the importance of key drivers changes or stays consistent over time.

- **Happiness inequality within countries (if data allows)**
  Examine variation in happiness scores within countries and explore whether inequality affects overall well-being.

Thank you!

Any questions?