

Unlocking the Secrets of World Happiness

Compelling Story:

What makes the citizens of a country truly happy? The emotionally charging events that transpired in 2020, coupled with my background in industrial organizational psychology led me to question just that. This study sets out to answer two questions: (1) What factors affect happiness? (2) Are certain regions happier than others?

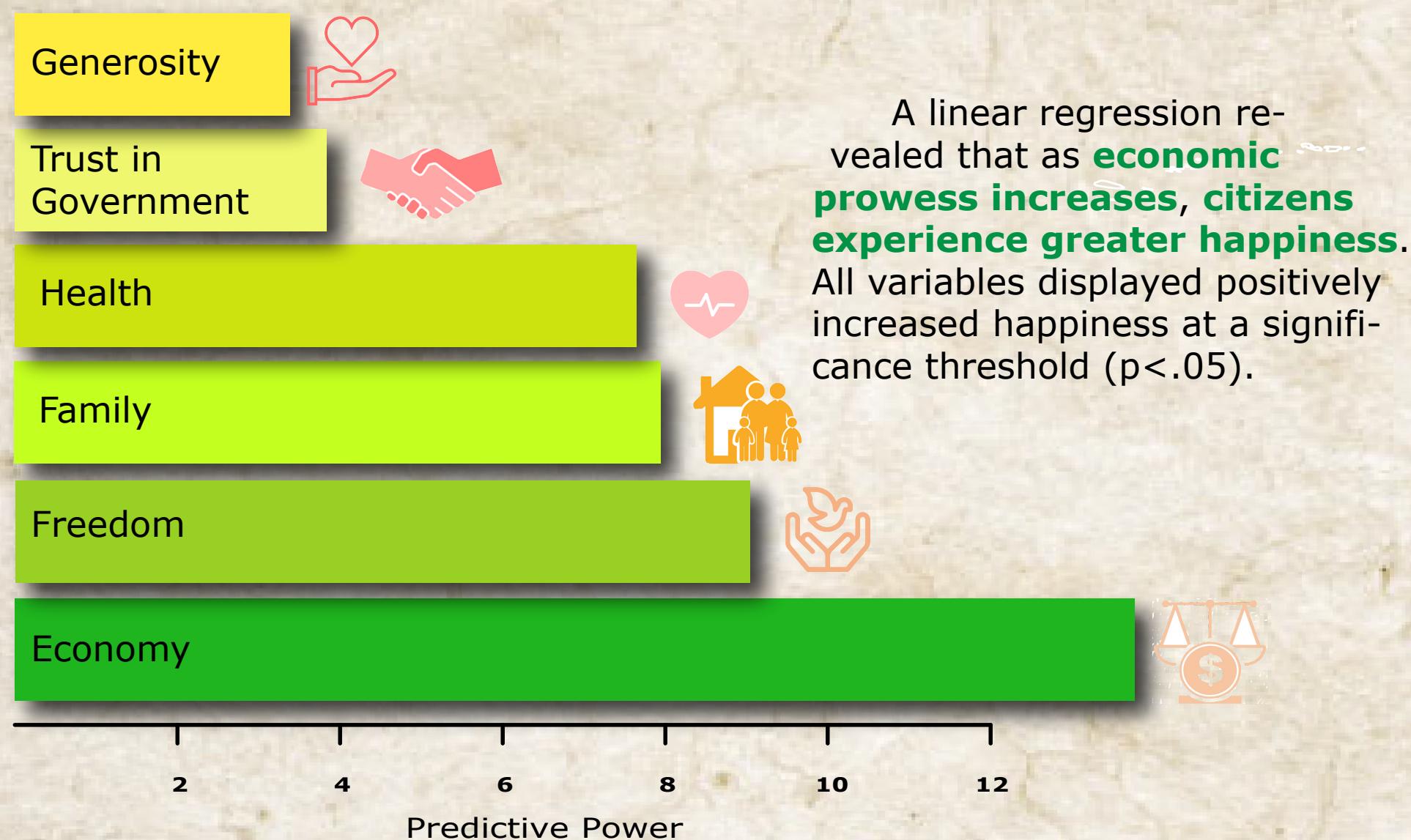
Audience:

Every global citizen whose endeavor it is to unlock the secret of world happiness.

Data Overview:

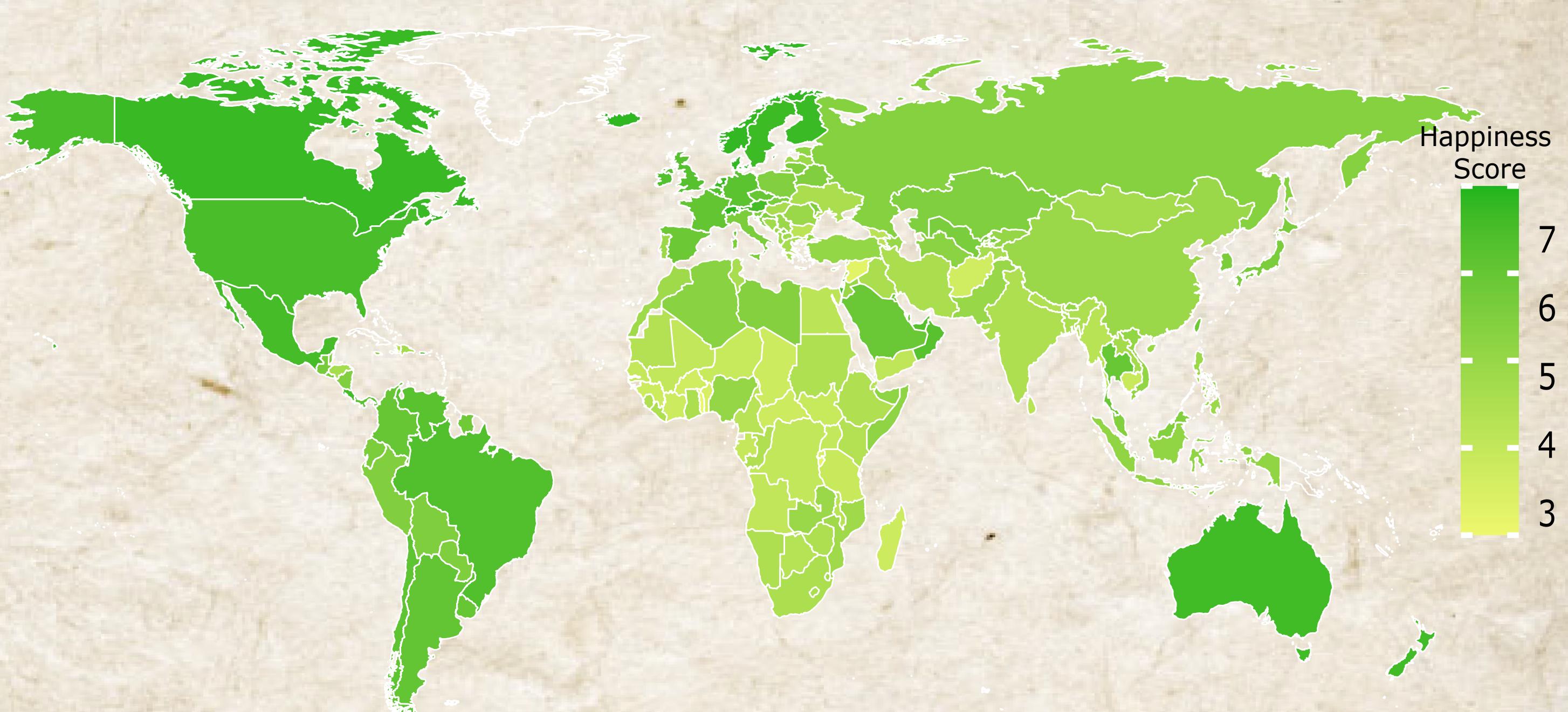
Collected from Kaggle and the World Happiness Report, happiness data was collected from 2015-2019 for 156 countries representing 10 unique regions. Additional metrics used to unlock the predictors of happiness include generosity, trust in government, health, family, freedom, and economy.

What Predicts Happiness?



A linear regression revealed that as **economic prowess increases, citizens experience greater happiness**. All variables displayed positively increased happiness at a significance threshold ($p < .05$).

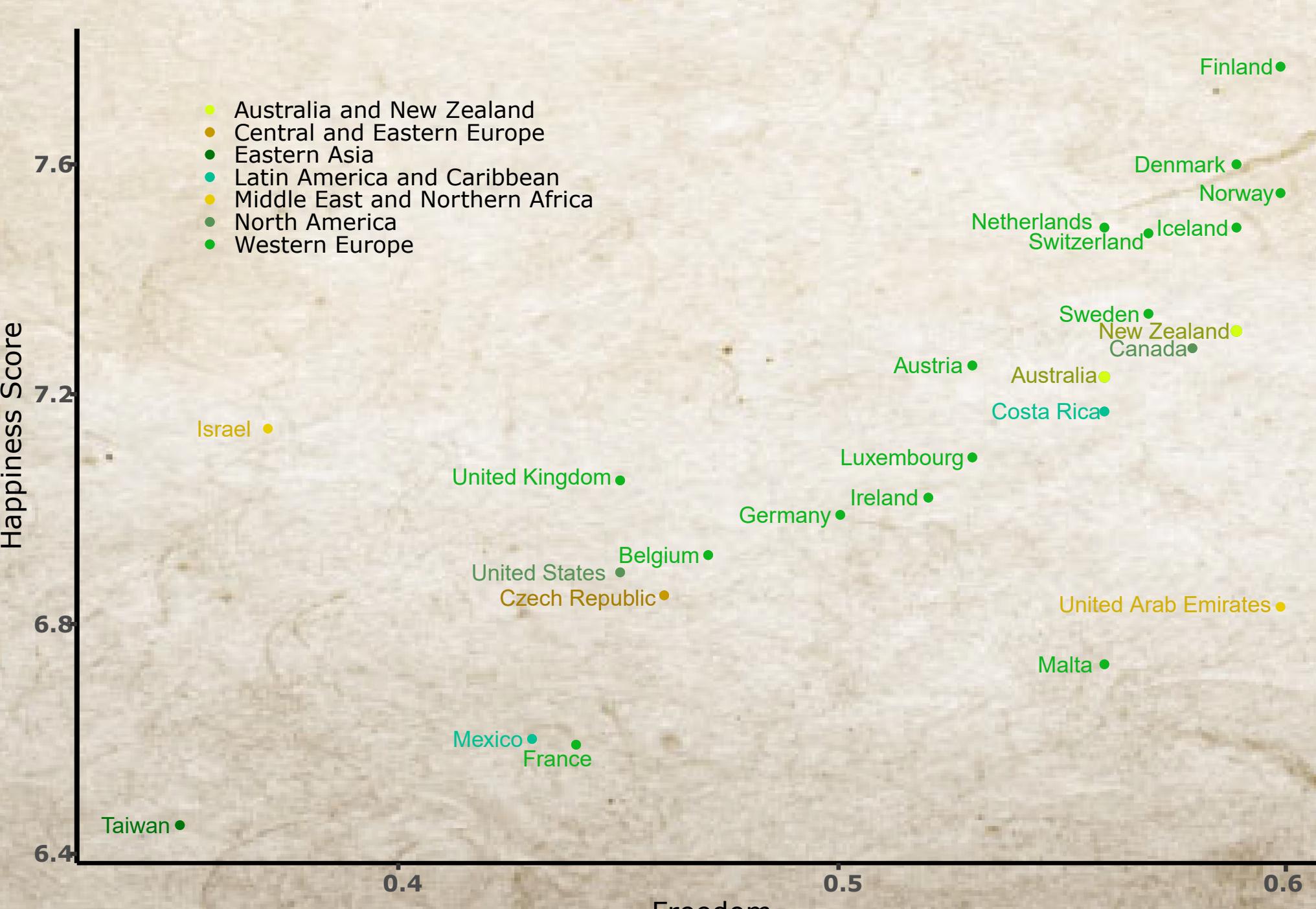
Where are the World's Happiest Countries?



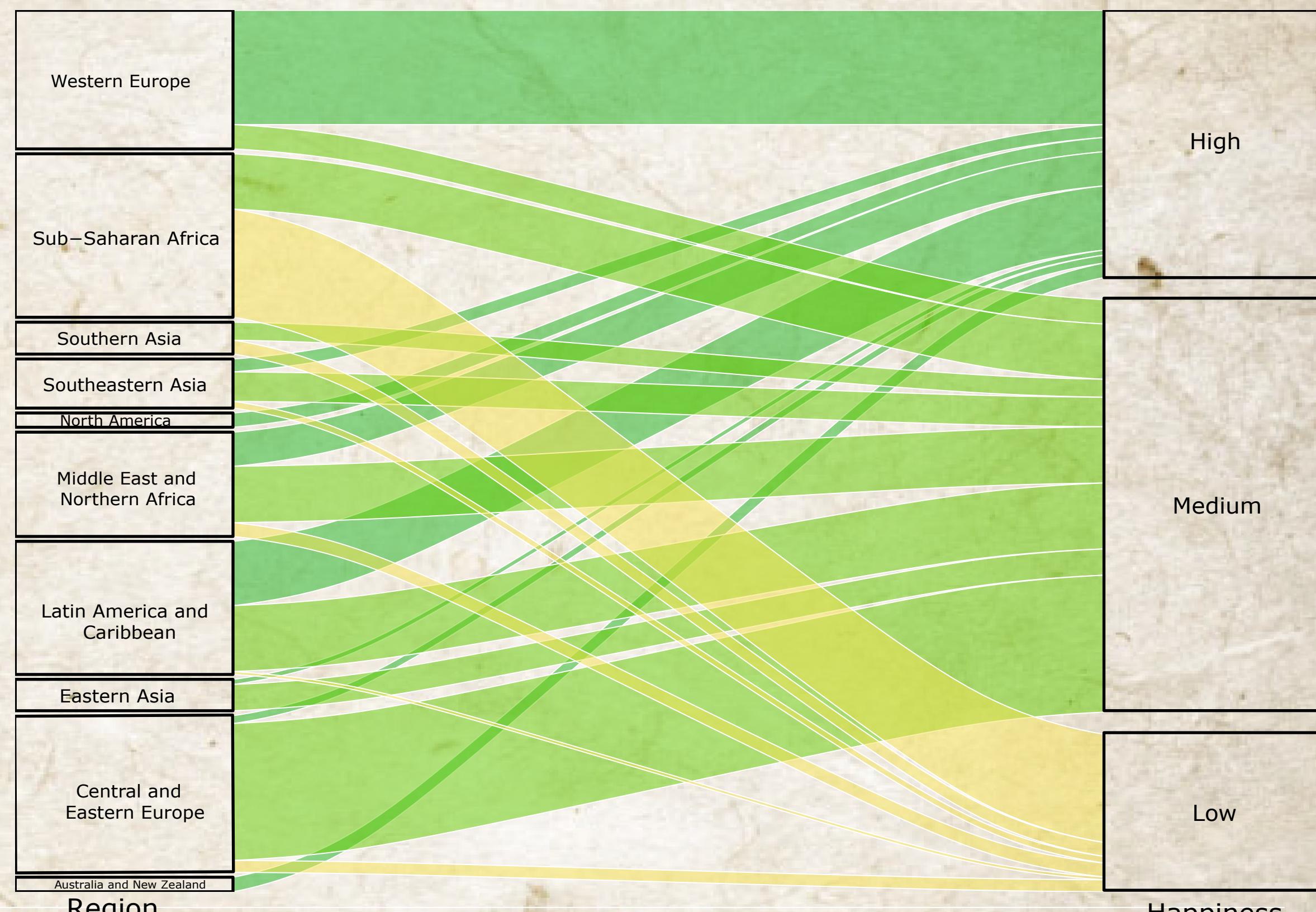
What Regions are the Happiest?



The 25 Happiest Countries in 2019



Pathways to Happiness



Dominated by Western Europe, one of the largest **differentiators** in happiness amongst the extremely happy countries is the **degree of freedom** they experience.

As shown to the left, as happiness increases, so does freedom with a correlation of .71 ($p < .05$).

Displayed (above) is an alluvial map charting the frequency countries from each region fall into a happiness level category.

Key findings in this chart show that **Australia and New Zealand** only fall within the **happiest level**, **Western Europe** floods the **high level**, and **Sub-Saharan Africa** dominates the **lower happiness category**.

Data source: <https://www.kaggle.com/undsn/world-happiness>
Image source: <https://www.countryflags.com>
R packages: tidy, dplyr, ggplot2, sqldf, ggrepel, RColorBrewer, ggthemes, ggmcmc, caret, alpaca, repr, rworldmap, plotly, alluvial



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kaggle