

HELP International

Problem Statement:

- HELP International is an international humanitarian NGO that is committed to fighting poverty and providing the people of backward countries with basic amenities and relief during the time of disasters and natural calamities. It runs a lot of operational projects from time to time along with advocacy drives to raise awareness as well as for funding purposes.
- After the recent project that included a lot of awareness drives and funding programmes, they have been able to raise around \$ 10 million. Now the CEO of the NGO needs to decide how to use this money strategically and effectively. The significant issues that come while making this decision are mostly related to choosing the countries that are in the direst need of aid.
- And this is where you come in as a data analyst. Your job is to categorise the countries using some socio-economic and health factors that determine the overall development of the country. Then you need to suggest the countries which the CEO needs to focus on the most. The datasets containing those socio-economic factors and the corresponding data dictionary are provided below.

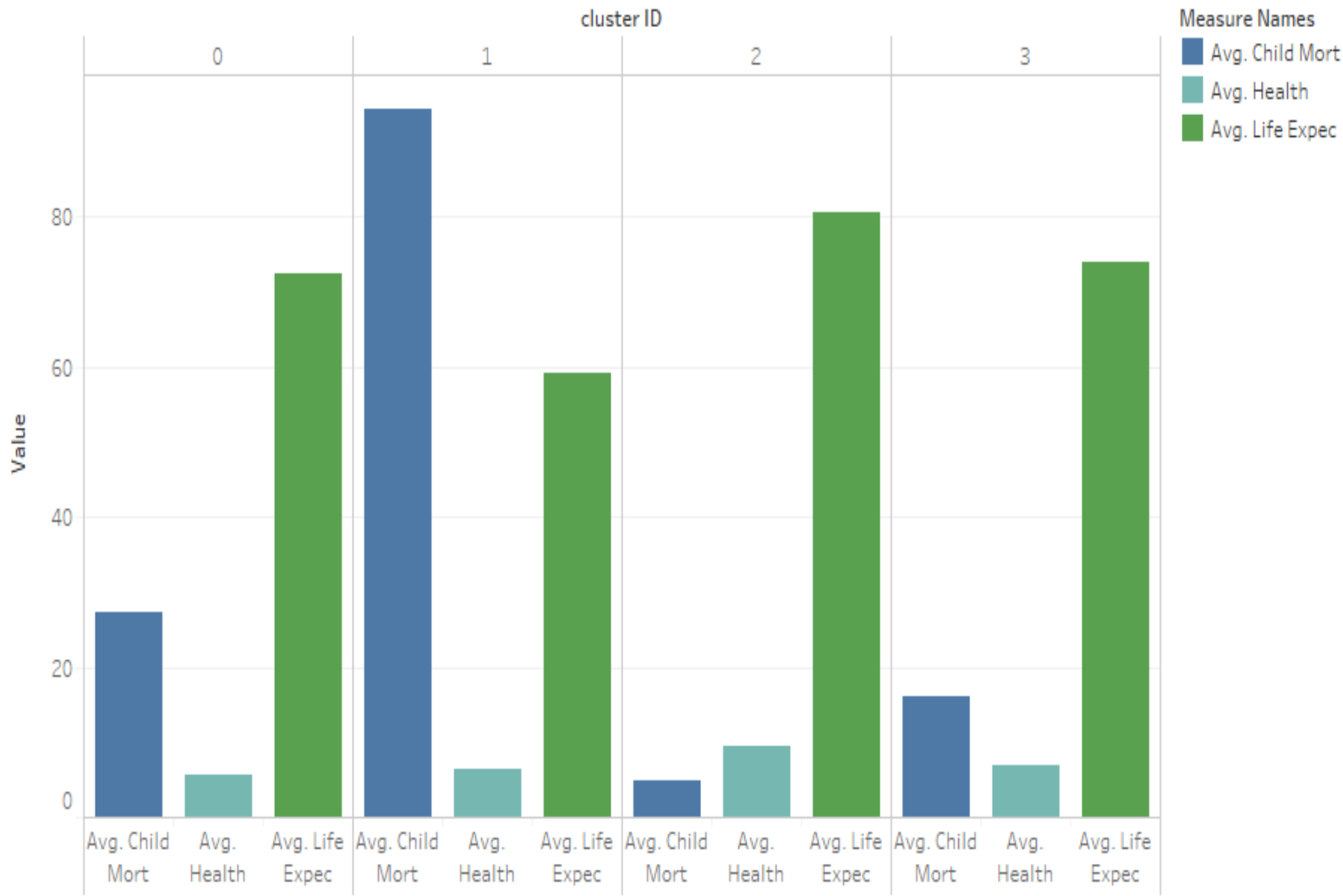
- **Approach:**

To Cluster the countries and find out which countries have high inflation rate, child mortality rate. And have low income, GDP, Export, Import and Health rate. By finding out these countries, the CEO should be able to focus on the countries that are in dire need of help

From the chart below, it is clear that countries in Cluster_1 have high rate of child death, low health and Life expentancy.

So the HELP International can concentrate on these countries to improve their health

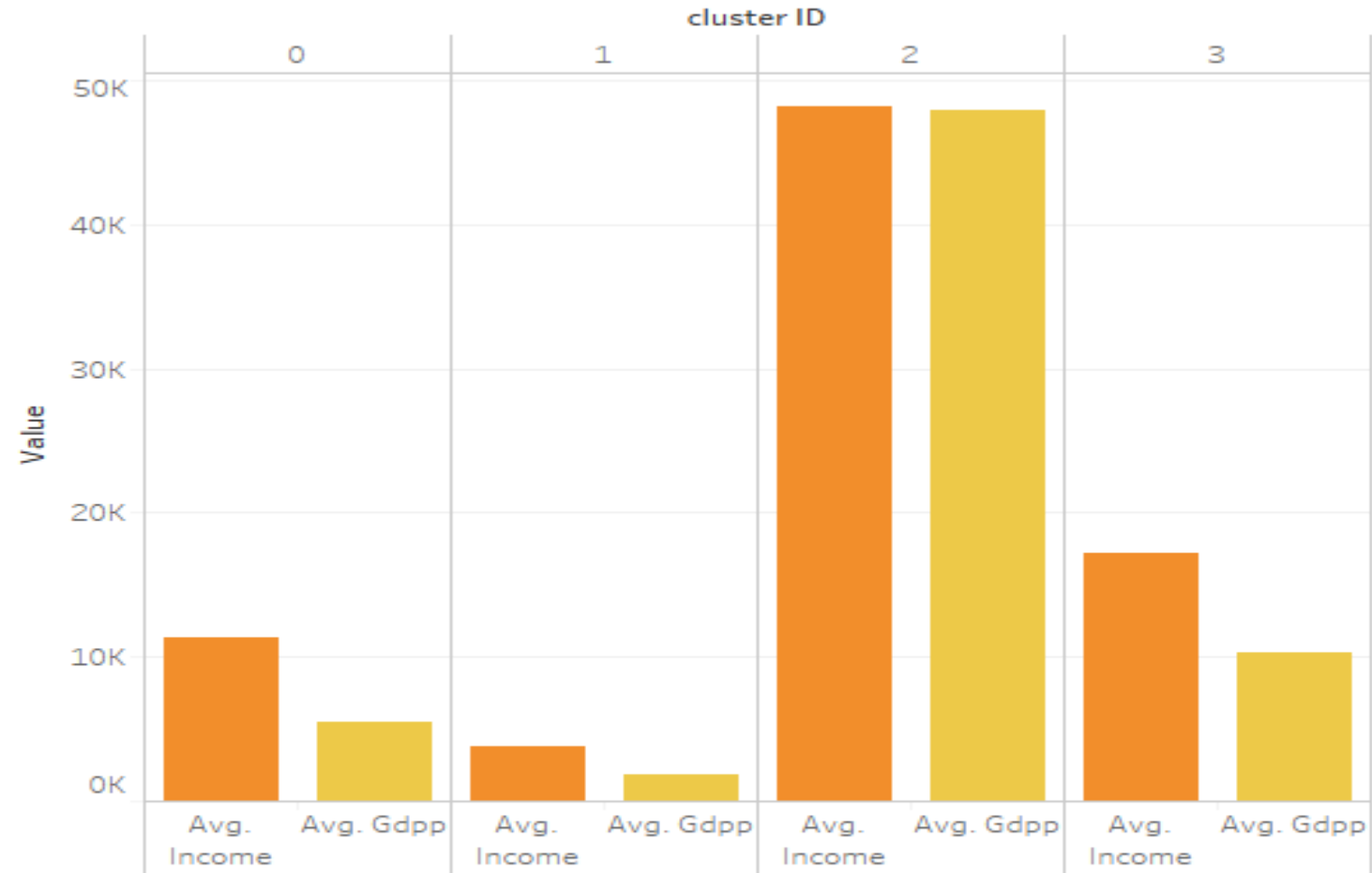
Health Factors



Avg. Child Mort, Avg. Health and Avg. Life Expec for each cluster ID. Color shows details about Avg. Child Mort, Avg. Health and Avg. Life Expec.

As represented in the chart, the income and GDPP rate of countries in Cluster_1 have very low income and GDPP.

Income Factors



Avg. Income and Avg. Gdpp for each cluster ID. Color shows details about Avg. Income and Avg. Gdpp.

Measure Names

■ Avg. Income

■ Avg. Gdpp

Export and Import rate in countries with both Cluster _1 is low.

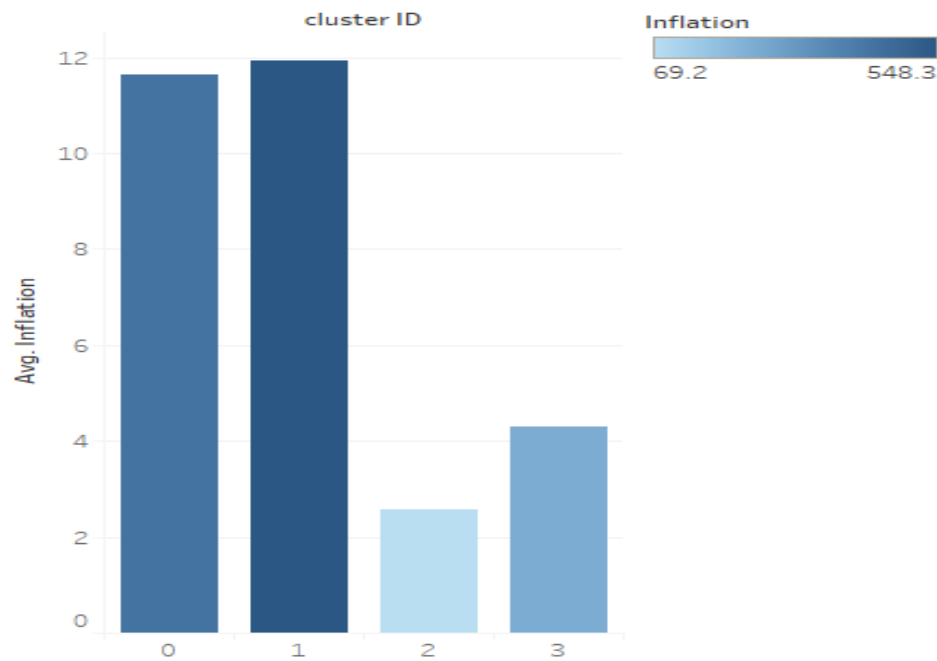
It is clear that we need to focus on countries from Cluster_1, lets see where these countries are in the Map.

Trading Factors



Avg. Exports and Avg. Imports for each cluster ID. Color shows details about Avg. Exports and Avg. Imports.

Inflation



Average of Inflation for each cluster ID. Color shows sum of Inflation.

Inflation Rate for Cluster 1 is high. So economy of such countries are decreasing

Some of the countries highlighted below are Afghanistan, Pakistan, Kenya, Mali and some other African countries. HELP International should concentrate on helping these countries. There are a total of 58 countries in this cluster

Countries which need help

cluster ID



Map based on Longitude (generated) and Latitude (generated) broken down by cluster ID. Details are shown for Country. The view is filtered on cluster ID, which keeps 1.

<i>Albania</i>	<i>Cyprus</i>	<i>Macedonia, FYR</i>	<i>Singapore</i>
<i>Antigua and Barbuda</i>	<i>Czech Republic</i>	<i>Malaysia</i>	<i>Slovak Republic</i>
<i>Bahamas</i>	<i>El Salvador</i>	<i>Maldives</i>	<i>Solomon Islands</i>
<i>Bahrain</i>	<i>Estonia</i>	<i>Malta</i>	<i>South Korea</i>
<i>Barbados</i>	<i>Fiji</i>	<i>Mauritius</i>	<i>St. Vincent and the Grenadines</i>
<i>Belarus</i>	<i>Georgia</i>	<i>Micronesia, Fed. Sts.</i>	<i>Suriname</i>
<i>Belize</i>	<i>Grenada</i>	<i>Moldova</i>	<i>Thailand</i>
<i>Bhutan</i>	<i>Guyana</i>	<i>Montenegro</i>	<i>Tunisia</i>
<i>Bosnia and Herzegovina</i>	<i>Hungary</i>	<i>Oman</i>	<i>Turkmenistan</i>
<i>Bulgaria</i>	<i>Jordan</i>	<i>Panama</i>	<i>Ukraine</i>
<i>Cambodia</i>	<i>Kyrgyz Republic</i>	<i>Paraguay</i>	<i>United Arab Emirates</i>
<i>Cape Verde</i>	<i>Latvia</i>	<i>Poland</i>	<i>Vanuatu</i>
<i>Chile</i>	<i>Lebanon</i>	<i>Romania</i>	<i>Vietnam</i>
<i>Costa Rica</i>	<i>Libya</i>	<i>Serbia</i>	
<i>Croatia</i>	<i>Lithuania</i>	<i>Seychelles</i>	

Thank You