

## OPIM 5501- Visual Analytics Project 2 – Proposal

Tableau Data Visualization Patterns on Alcohol consumption and consequences

Team 2

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## Project proposal Story:

Throughout history and into the present day, alcohol has played a significant role in fostering social engagement and bonding for numerous individuals. Many find pleasure in social drinking or maintaining moderate alcohol consumption.

Global patterns of alcohol consumption reveal a complex interplay of cultural norms, socioeconomic factors, and historical influences. Developed countries often exhibit higher levels of alcohol consumption, while developing nations may experience shifts in drinking patterns due to urbanization and globalization. Economic factors, such as income levels and affordability, also impact the prevalence of alcohol consumption in different regions.

Nevertheless, the consumption of alcohol, particularly in excessive amounts, is associated with various adverse outcomes. It serves as a risk factor for diseases and health-related issues, contributes to criminal activities, road incidents, and, in certain cases, leads to alcohol dependence. Alcoholism, or alcohol use disorder, is a concern across the globe. The prevalence varies, and factors such as genetic predisposition, societal attitudes, and availability contribute to its manifestation. Addressing alcoholism involves not only individual interventions but also broader societal strategies, including public health campaigns, regulatory measures, and support systems.

With the use of Tableau, we would like to delve into the analysis of **global alcohol consumption, examining patterns of drinking, preferences for different beverage types, and the prevalence of alcoholism. Additionally, we would like to possibly explore the repercussions of alcohol use, encompassing aspects such as crime rates, mortality, and road incidents.**

## Sample Dataset:

The below data snip indicates the share of adults aged 15 years and older who have drunk alcohol in the year 2016.

Entity	Code	Year	Indicator:Alcohol, consumers past 12 months (%) - Sex:Both sexes
Afghanistan	AFG	2016	0.7
Albania	ALB	2016	51
Algeria	DZA	2016	3.2
Andorra	AND	2016	74.6
Angola	AGO	2016	47.7
Antigua and Barbuda	ATG	2016	49.4
Argentina	ARG	2016	67.4
Armenia	ARM	2016	26
Australia	AUS	2016	79.4
Austria	AUT	2016	78.1
Azerbaijan	AZE	2016	21.9
Bahamas	BHS	2016	43.8
Bahrain	BHR	2016	8.8
Bangladesh	BGD	2016	2.2
Barbados	BRB	2016	50.5
Belarus	BLR	2016	73.6
Belgium	BEL	2016	76.5