Babu Banarasi Das University

BBD UNIVERSITY

Case Study

On

World Happiness Report 2023 -Data story

Submitted to: Mr. Robin Tyagi

Submitted by: palak maurya
Section: BCADS26
University roll no: 1240258311
Class roll no: 4

PRACTICAL-9

📘 Agenda / Definition

The goal of this project is to create an **interactive data story** in **IBM Cognos Analytics** using the **World Happiness Report 2023 Dataset**.
The story visualizes how **economic, social, and health factors** shape global happiness levels. It explores metrics such as *Happiness Score, GDP per Capita, Life Expectancy, Freedom, Social Support,* and *Perception of Corruption* to understand why certain nations are happier than others.

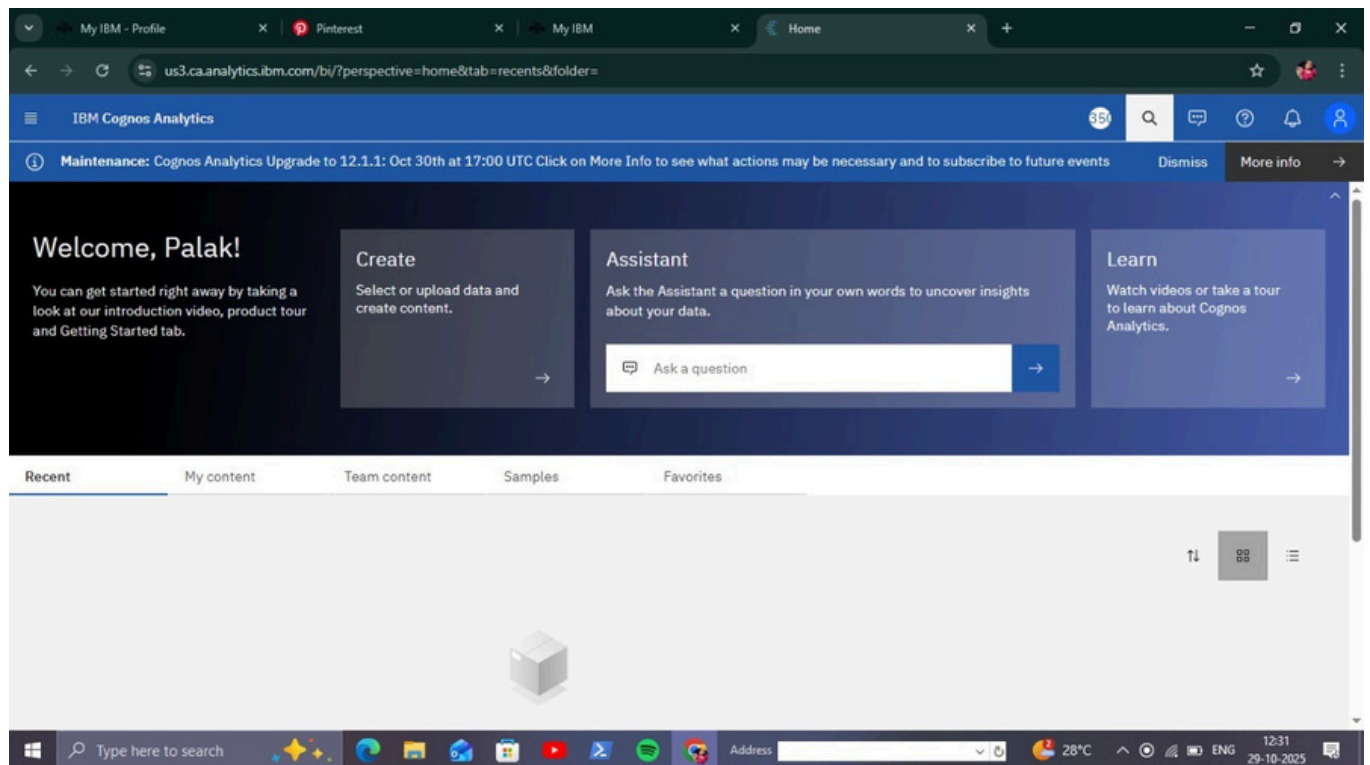## 🎯 Outcomes / Learning

From this project I learned how to:

- Import, model, and visualize international datasets in **IBM Cognos Analytics**.
- Build **KPI dashboards, scatterplots, and bubble charts** for comparative analysis.
- Interpret **correlations between economic, social, and health indicators**.
- Present analytical findings through **data storytelling**.

This project strengthened my analytical thinking and visualization skills for real-world data interpretation.
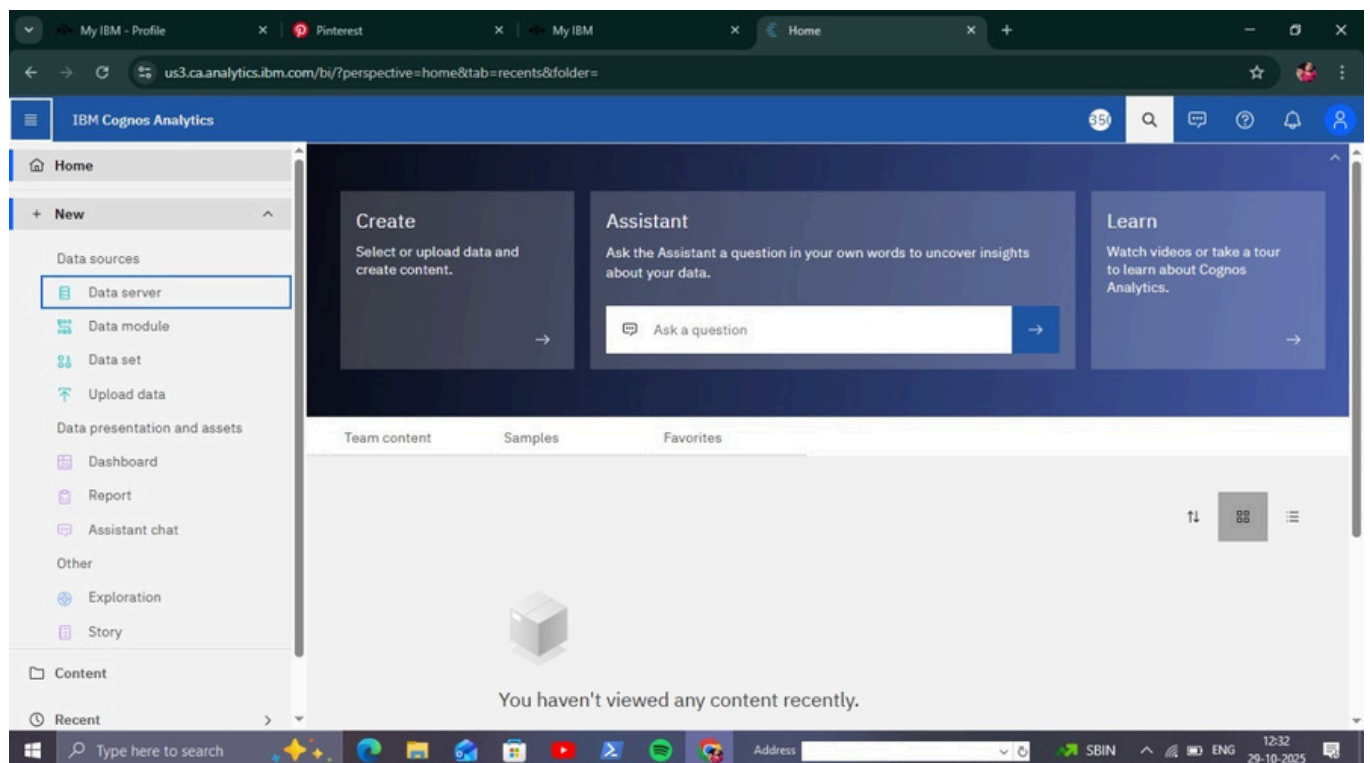
🧰 Required Tool

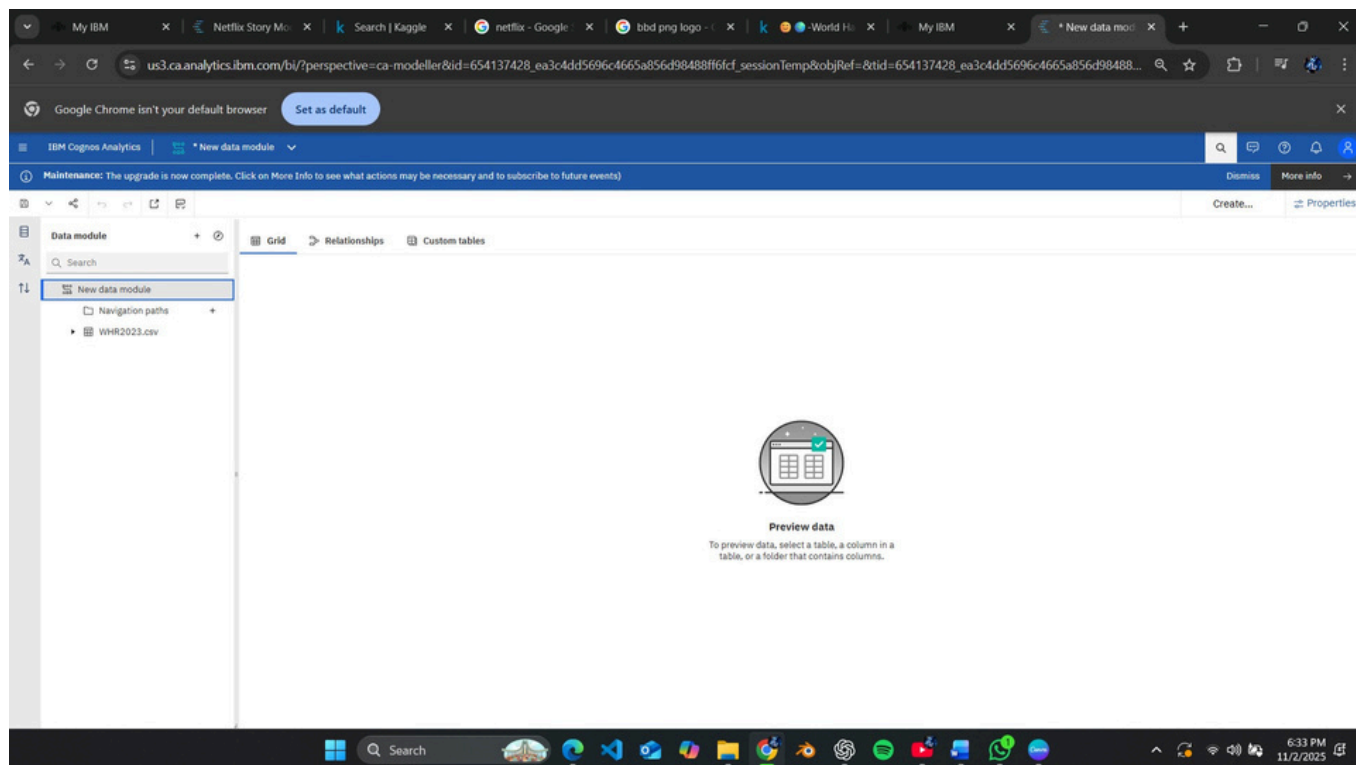The required tool for this project is **IBM Cognos Analytics**.

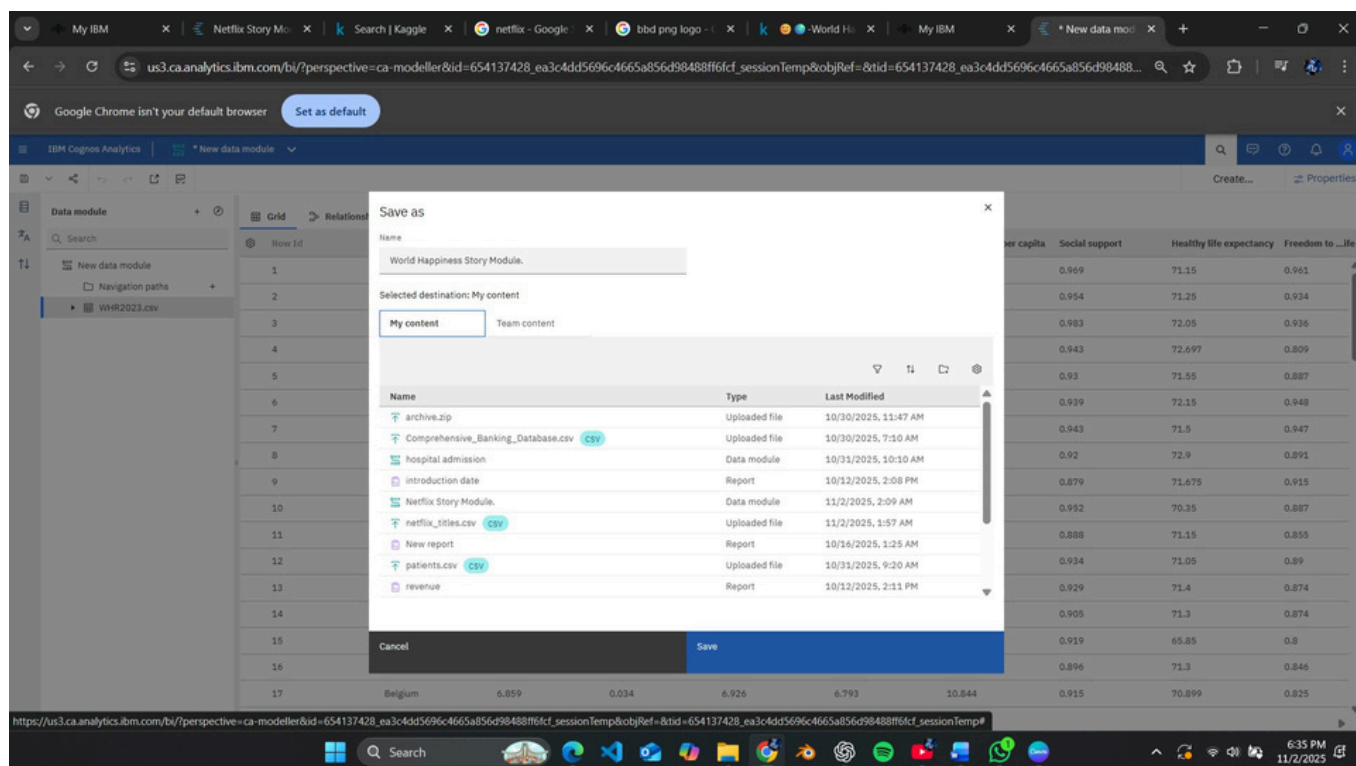**Step 1:** Login to IBM Cognos Analytics.
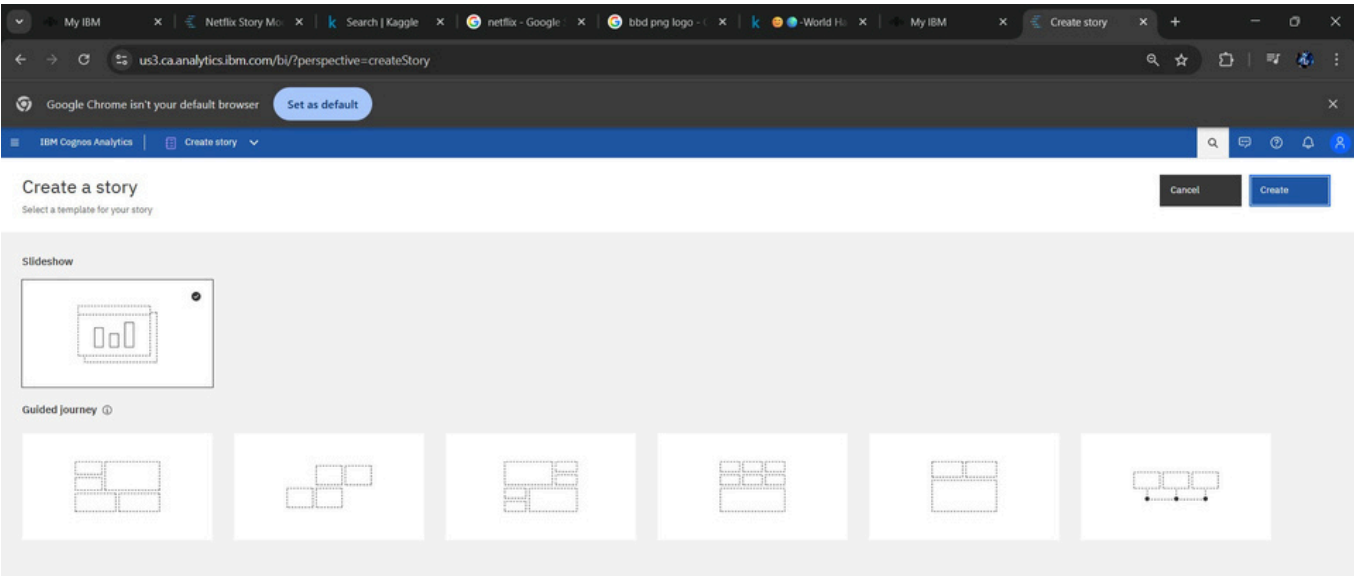

Step 2: Click the ≡ Menu → **Content**.

Step 3: Click **New → Upload Files** and upload the dataset world_happiness_2023.csv downloaded from Kaggle.
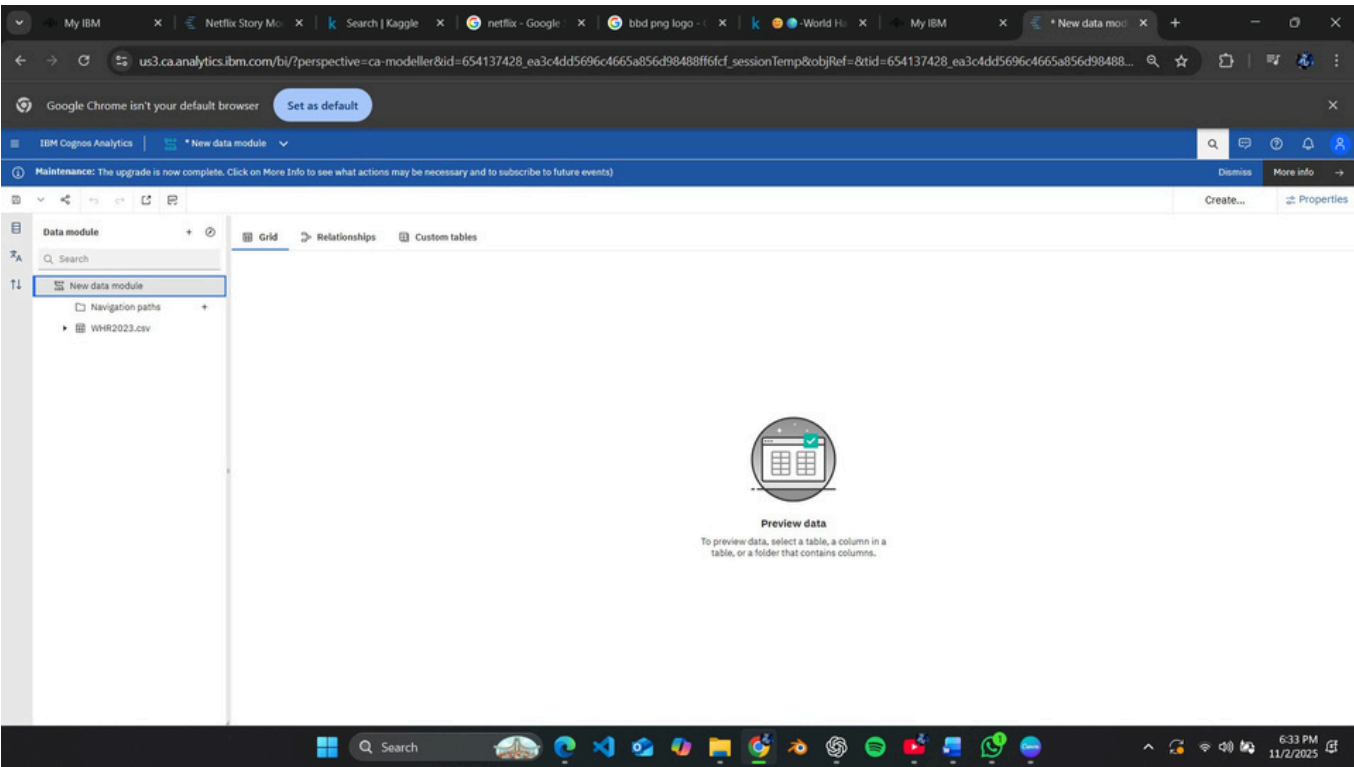

Step 4: After upload, click **New → Data Module** and select the uploaded file as your data source. Save the data module as **"World Happiness Story Module."** Save the module under *My Content*.

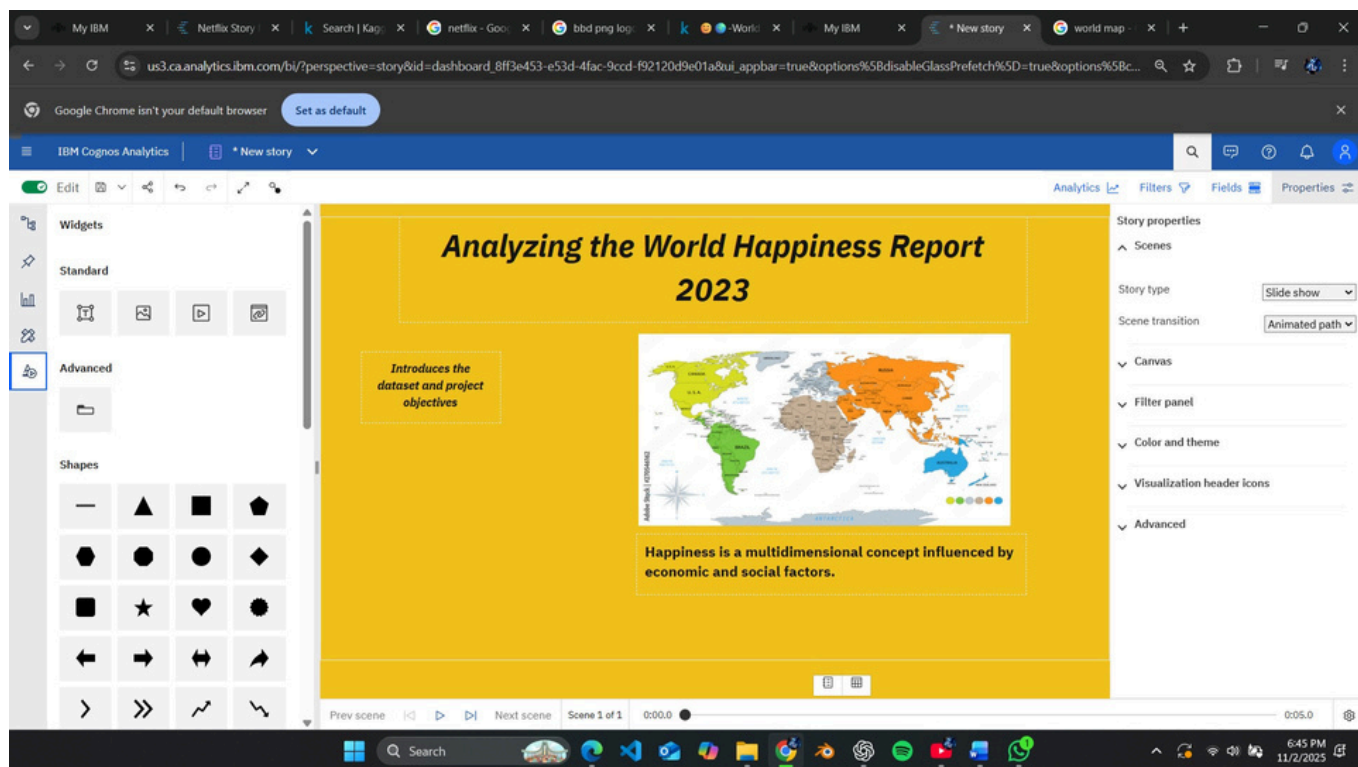**Step 5:** Click **New → Story** and choose a simple layout.

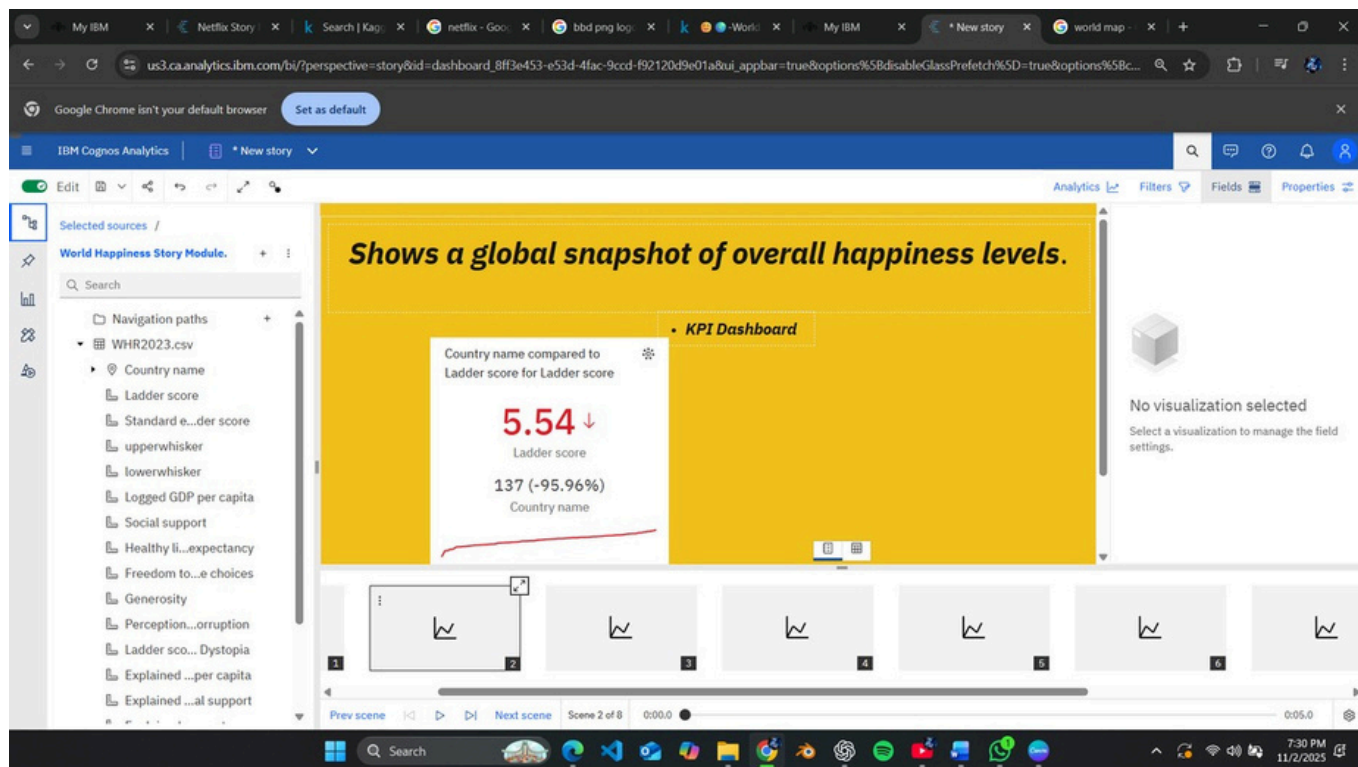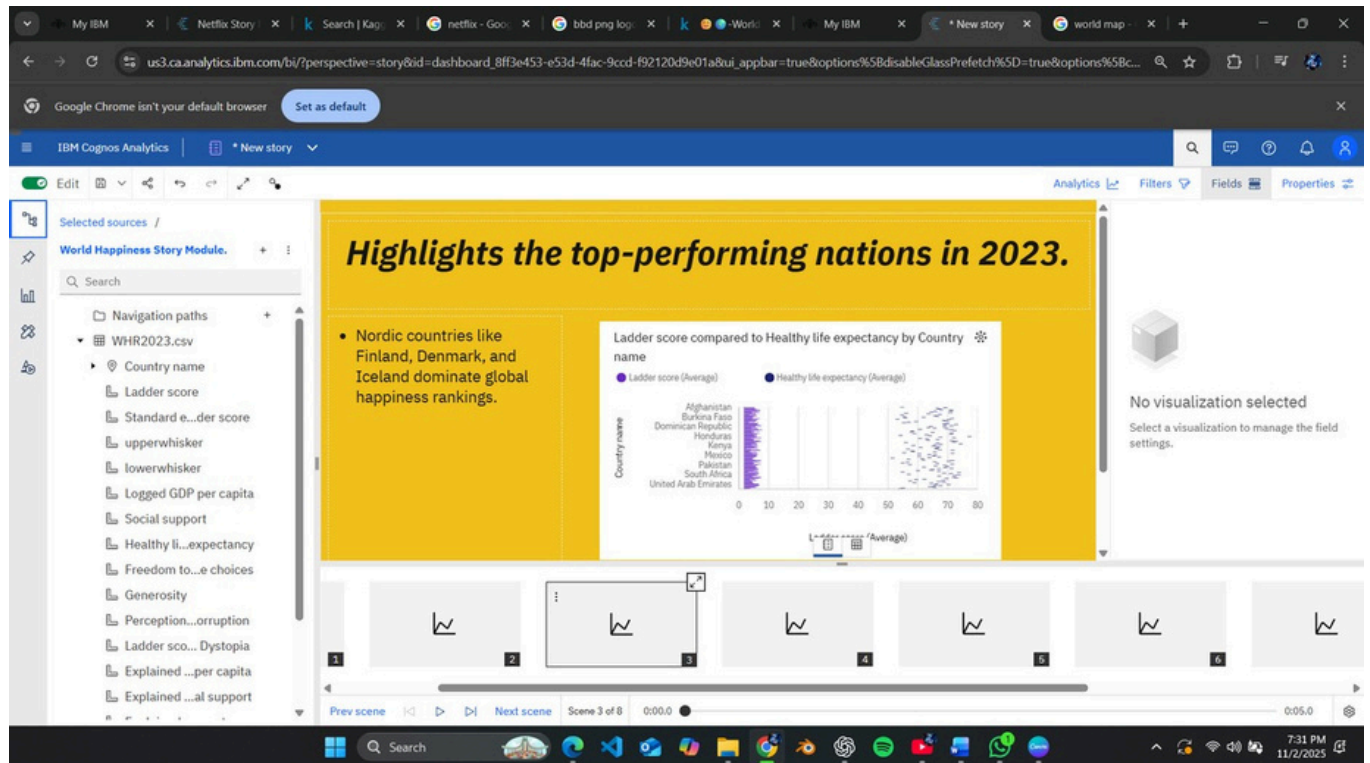**Step 9:** Select **World Happiness Story Module** as your data source.
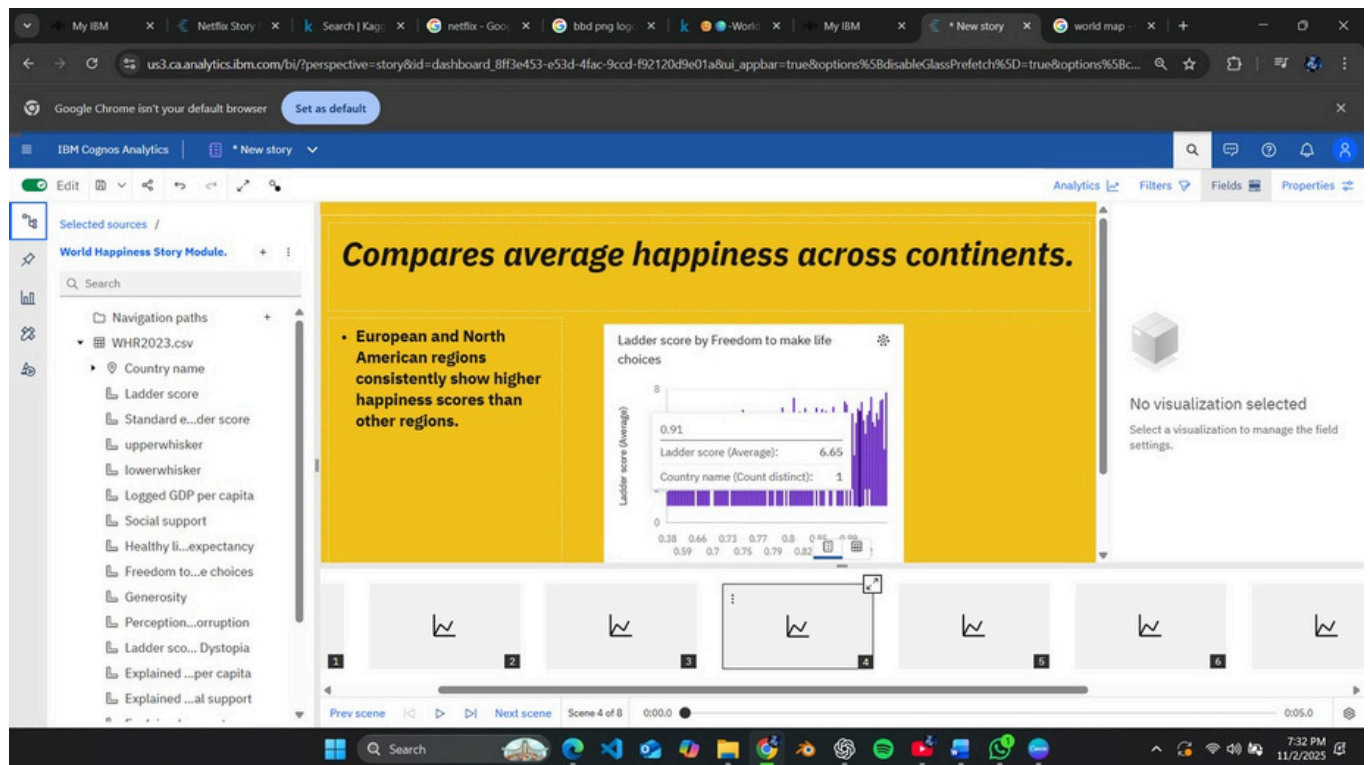
Scene 1 – Introduction

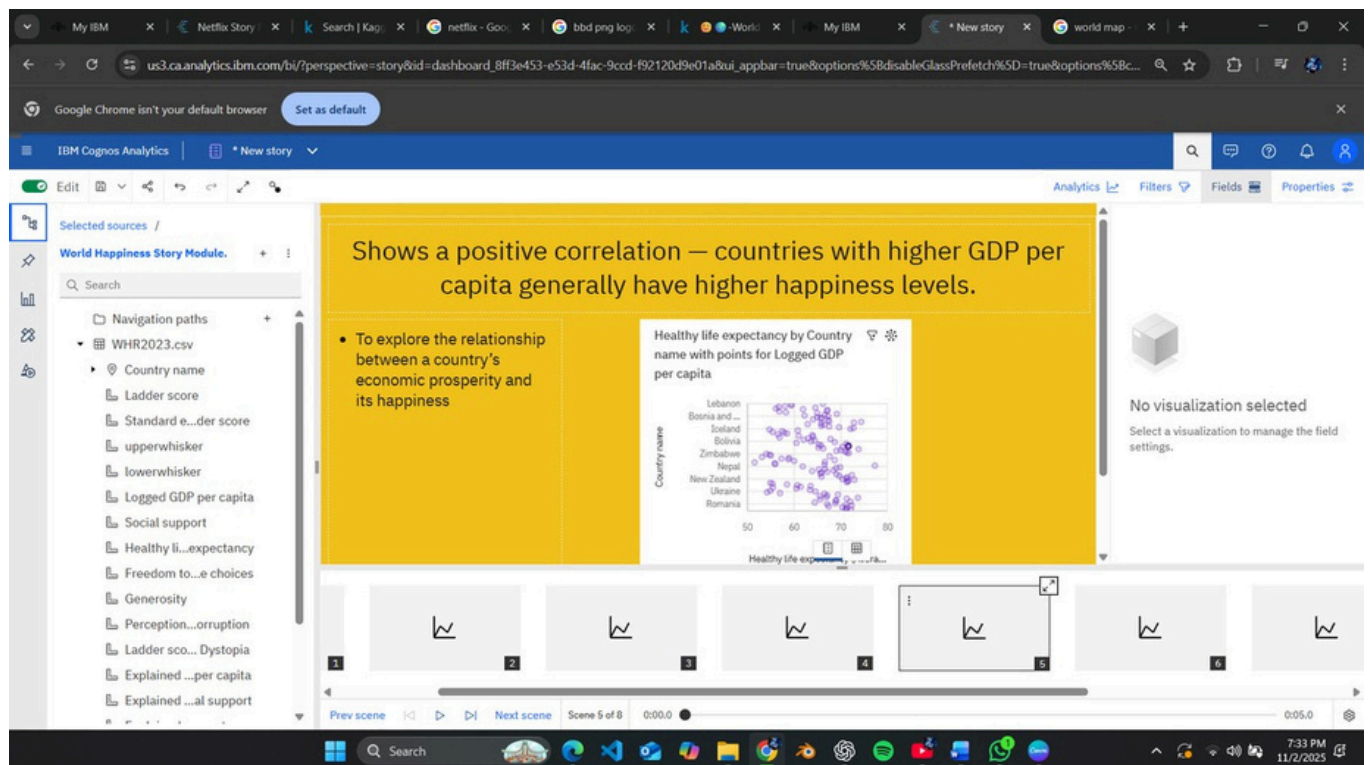## Scene 2 – Global Happiness Overview (KPI Dashboard)

Scene 3 – Top 10 Happiest Countries

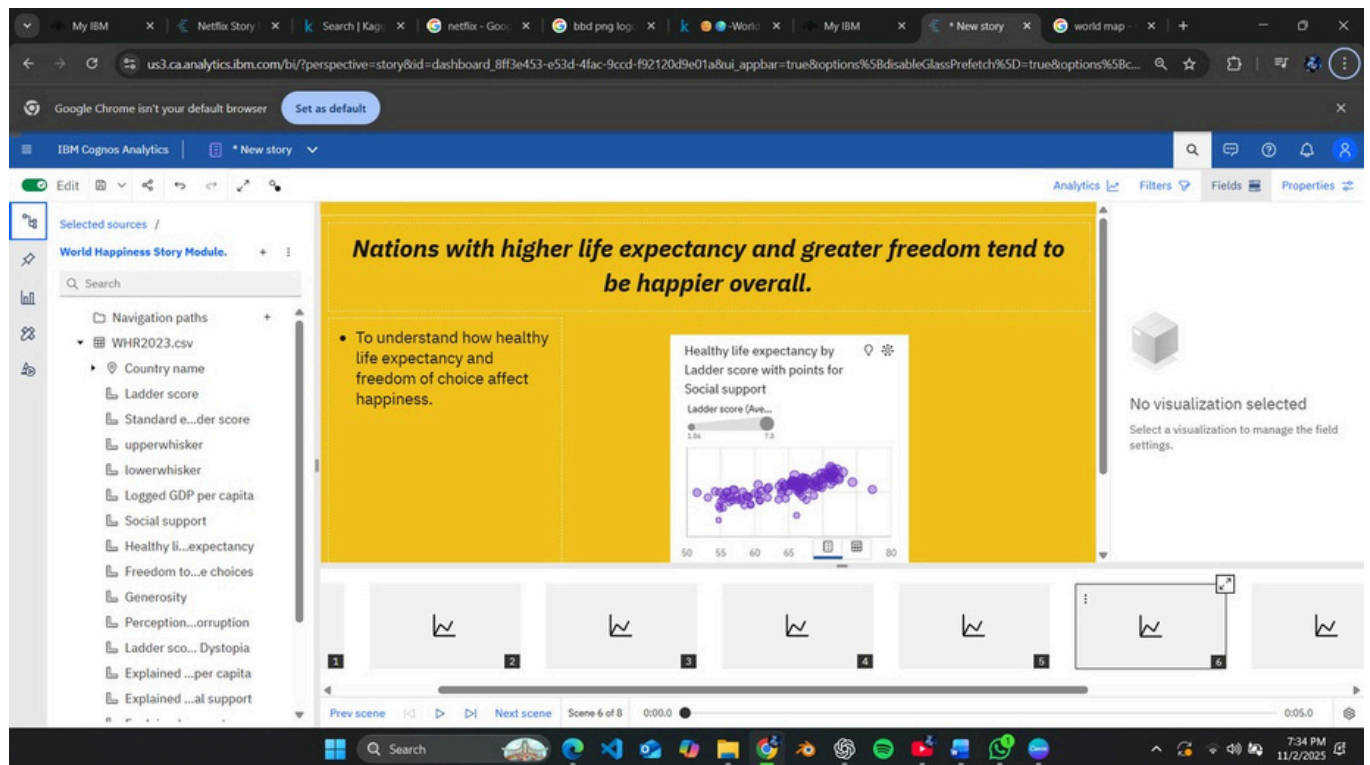## Scene 4 – Regional Happiness Comparison

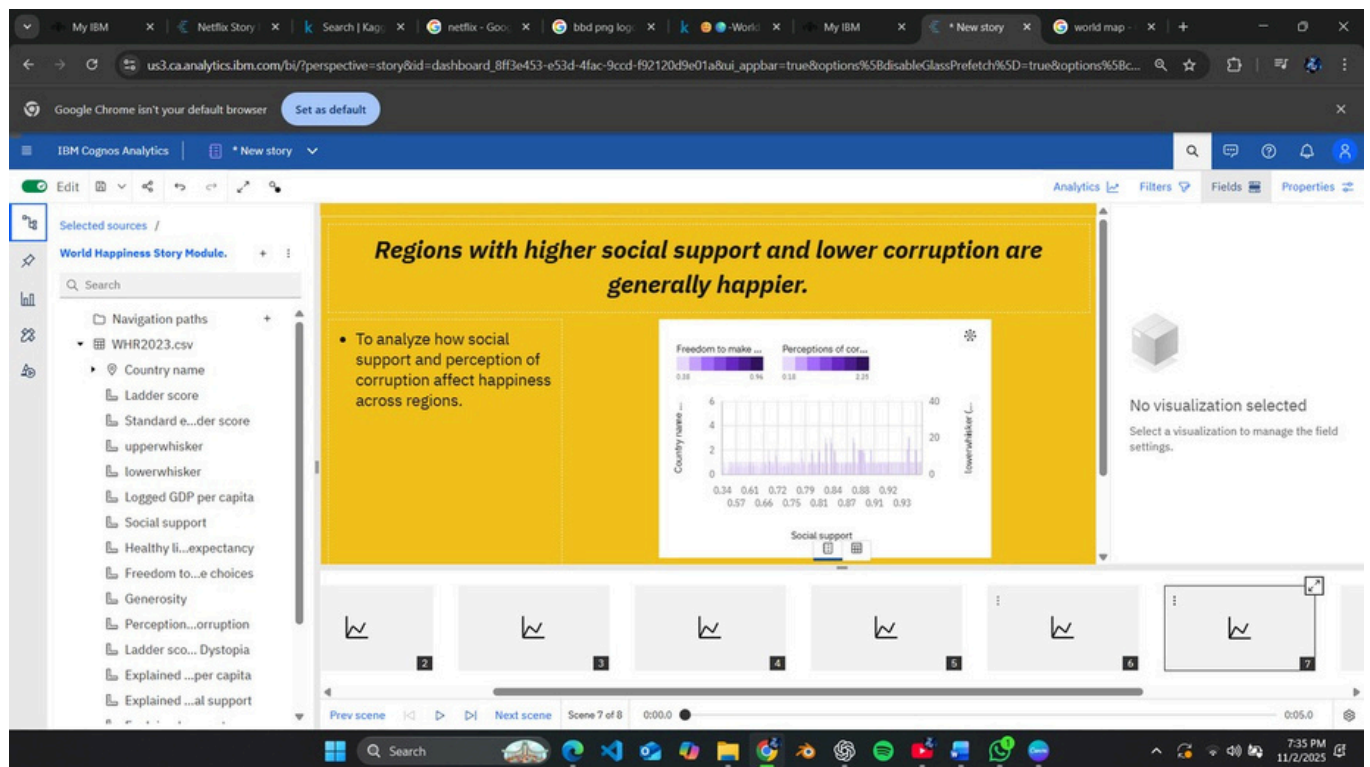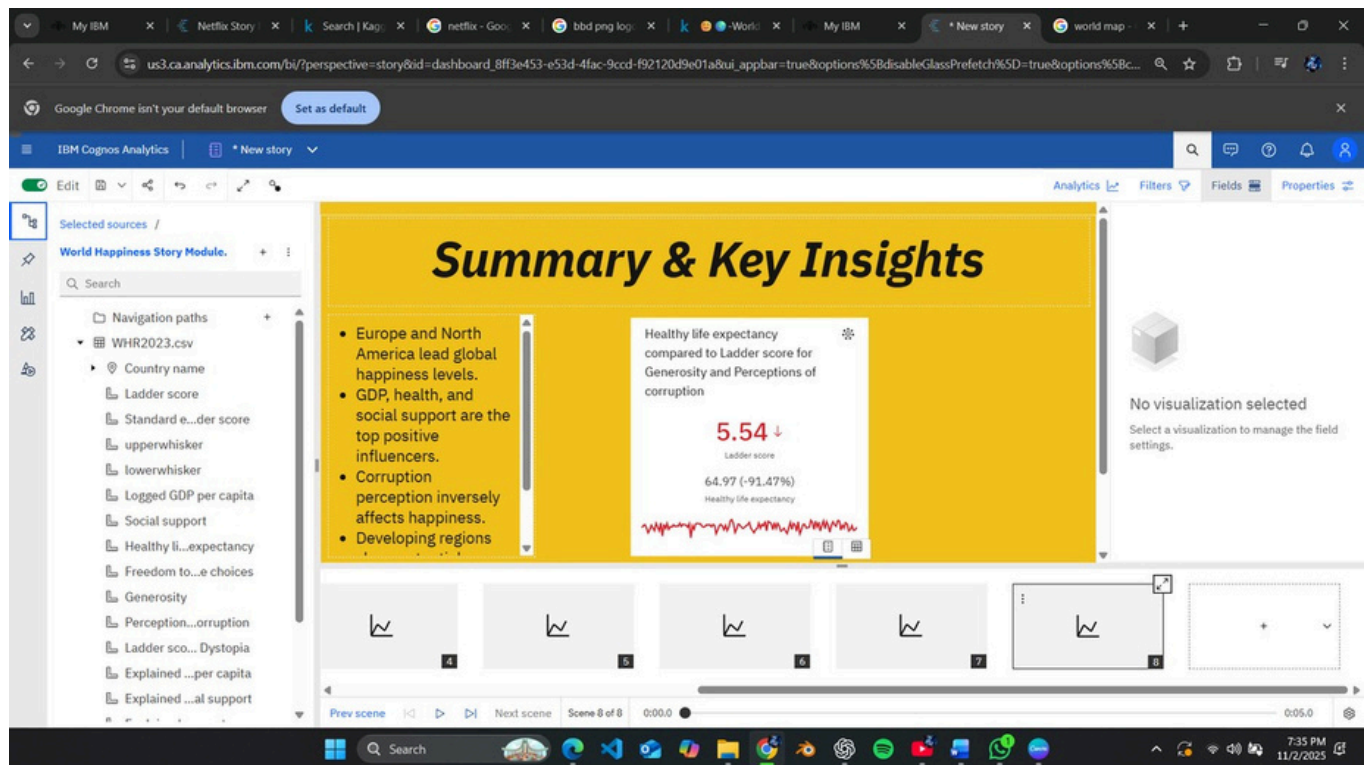## Scene 5 – Correlation Between GDP and Happiness

Scene 6 – Happiness vs Health and Freedom

Scene 7 – Social Support and Corruption Analysis

Scene 8 – Summary & Key Insights

REVIEWED BY:-
PALAK MAURYA