

Babu Banarasi Das University



Case Study
On
World Happiness Report 2023
-Data story

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Section: BCADS26

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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:

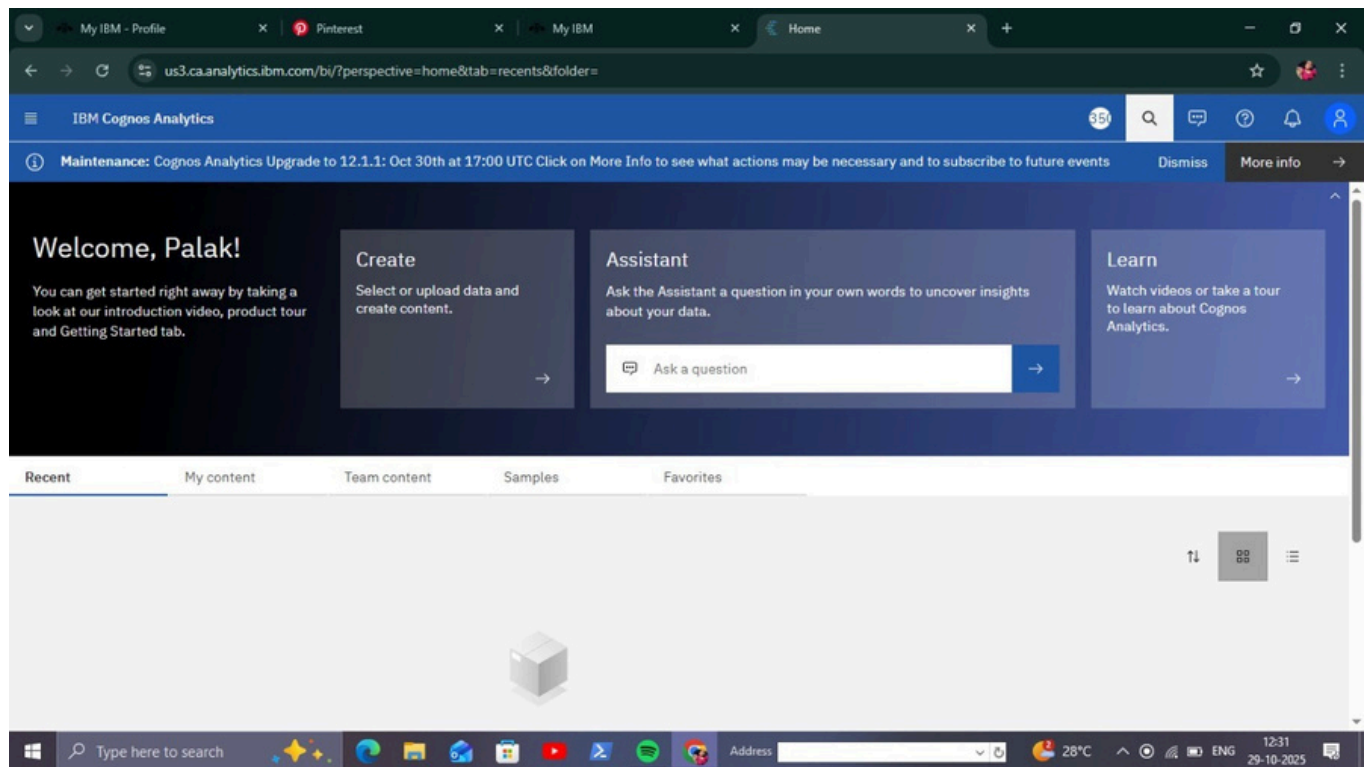
- Import, model, and visualize international datasets in **IBM Cognos Analytics**.
- Build **KPI dashboards, scatterplots, and bubble charts** for comparative analysis.
- Interpret **correlations between economic, social, and health indicators**.
- Present analytical findings through **data storytelling**.

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

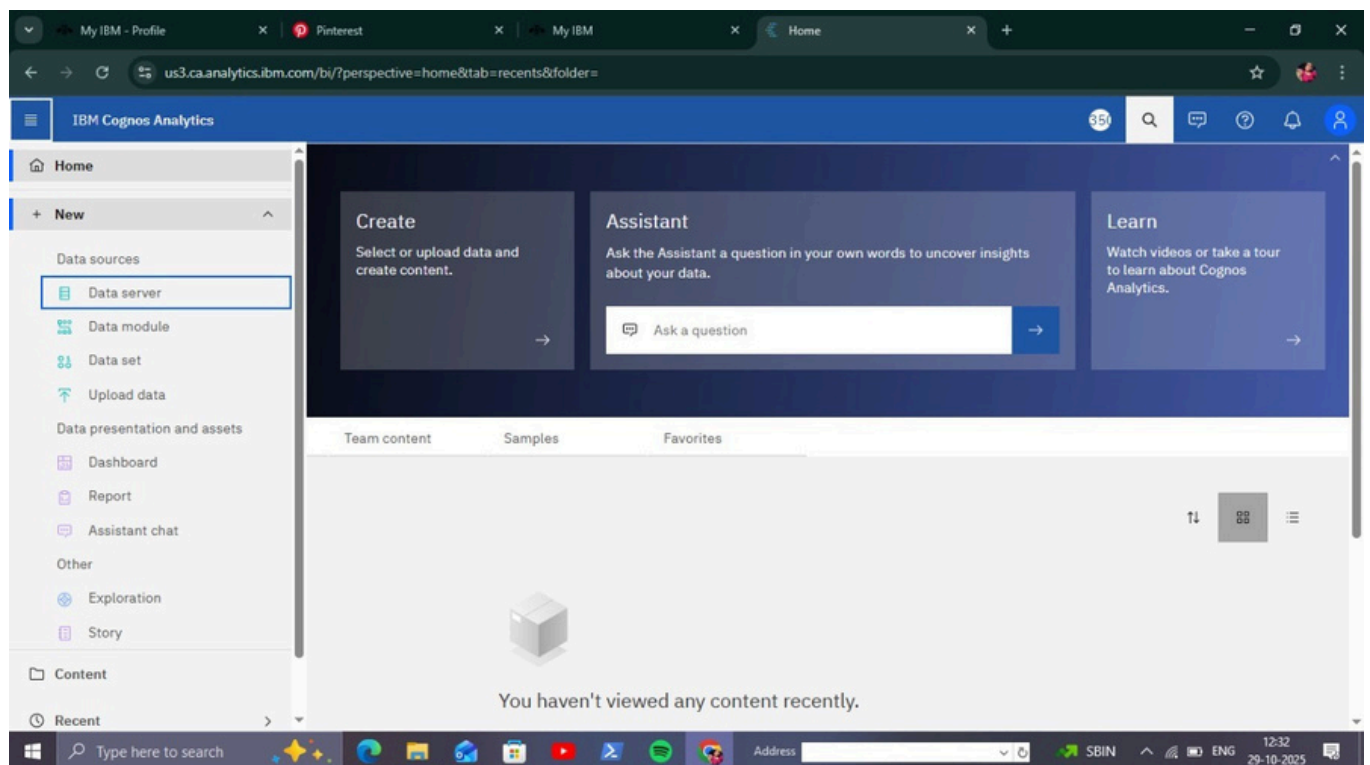
Required Tool

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

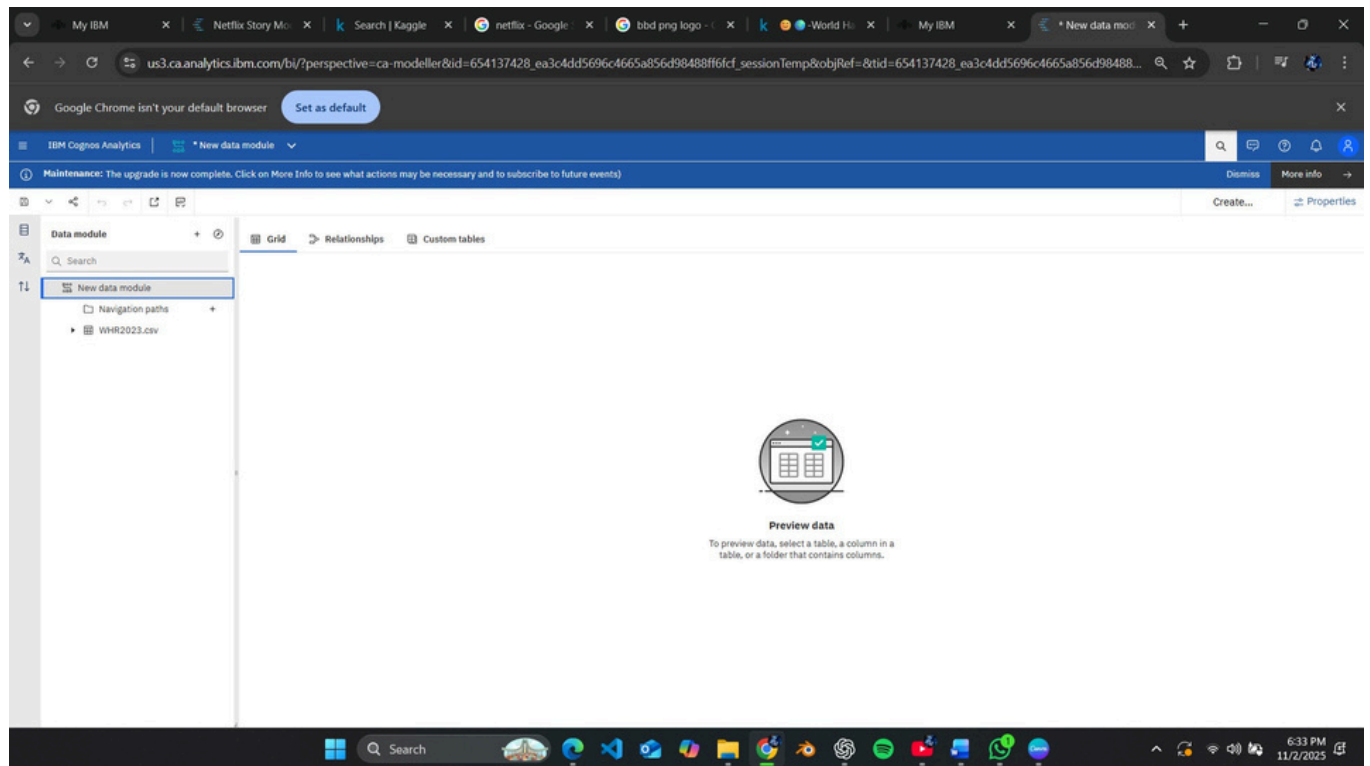
Step 1: Login to IBM Cognos Analytics.



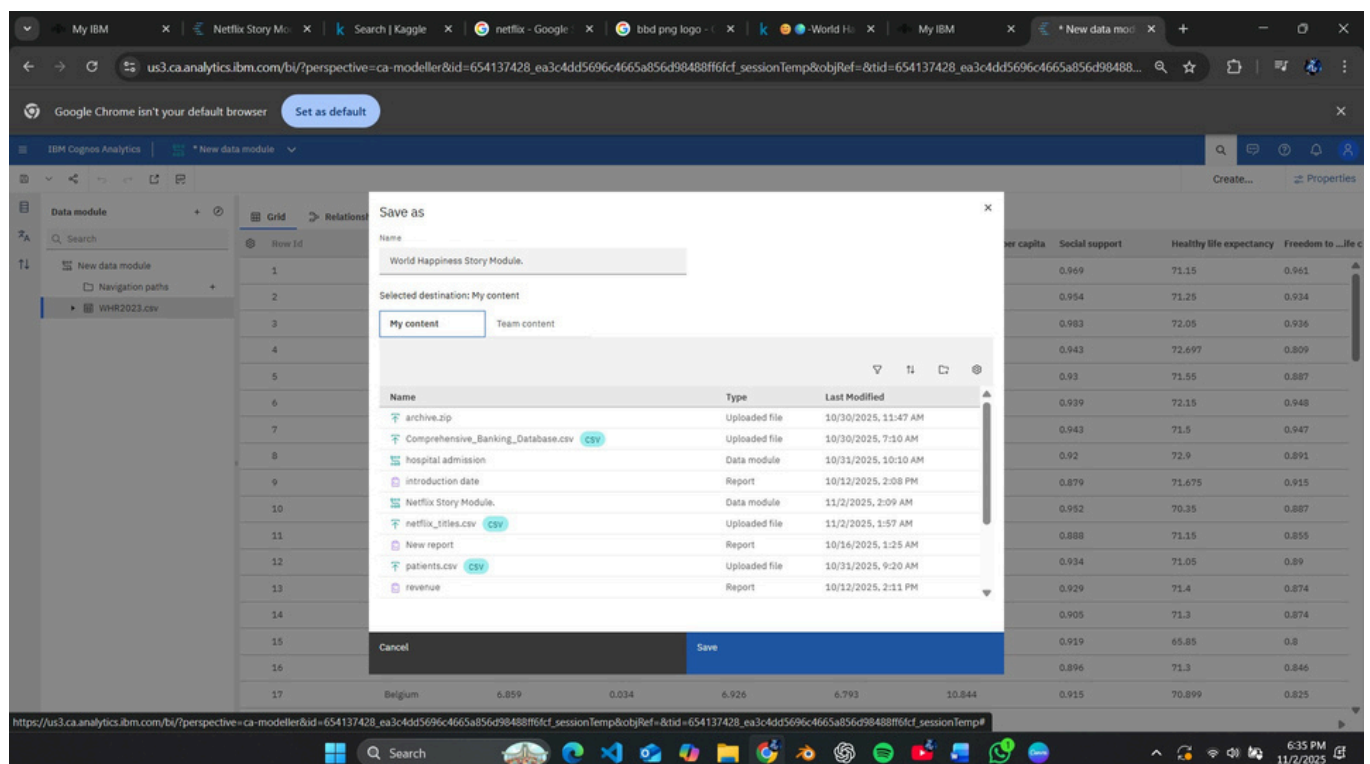
Step 2: Click the ≡ Menu → Content.



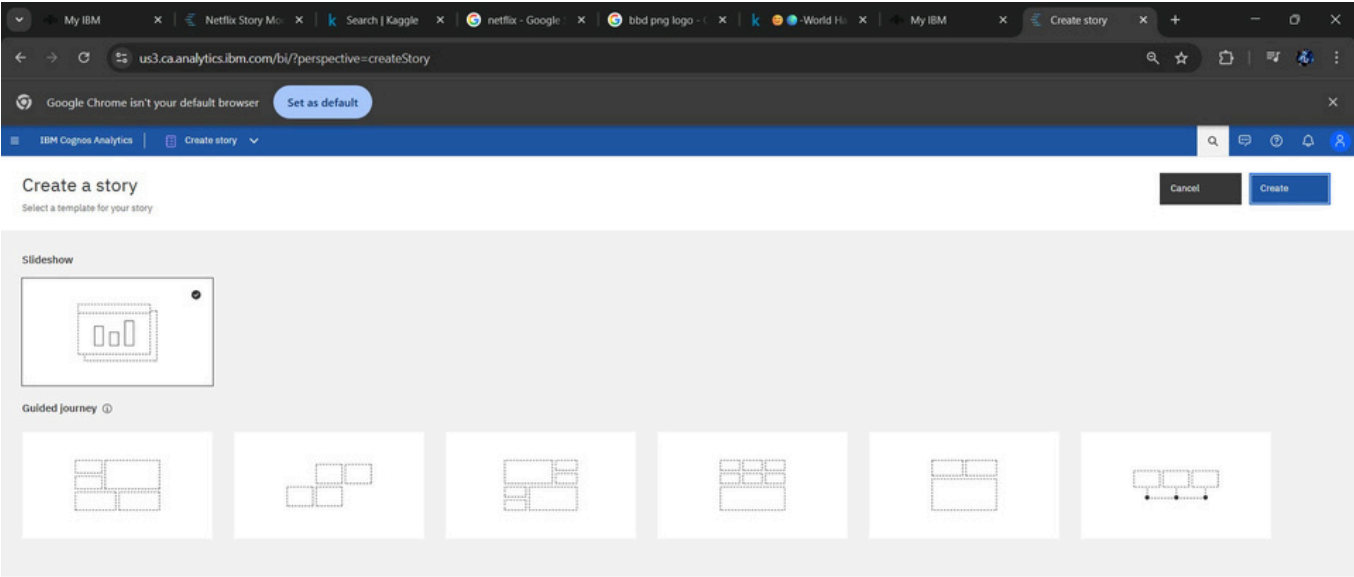
Step 3: Click **New → Upload Files** and upload the dataset world_happiness_2023.csv downloaded from Kaggle.



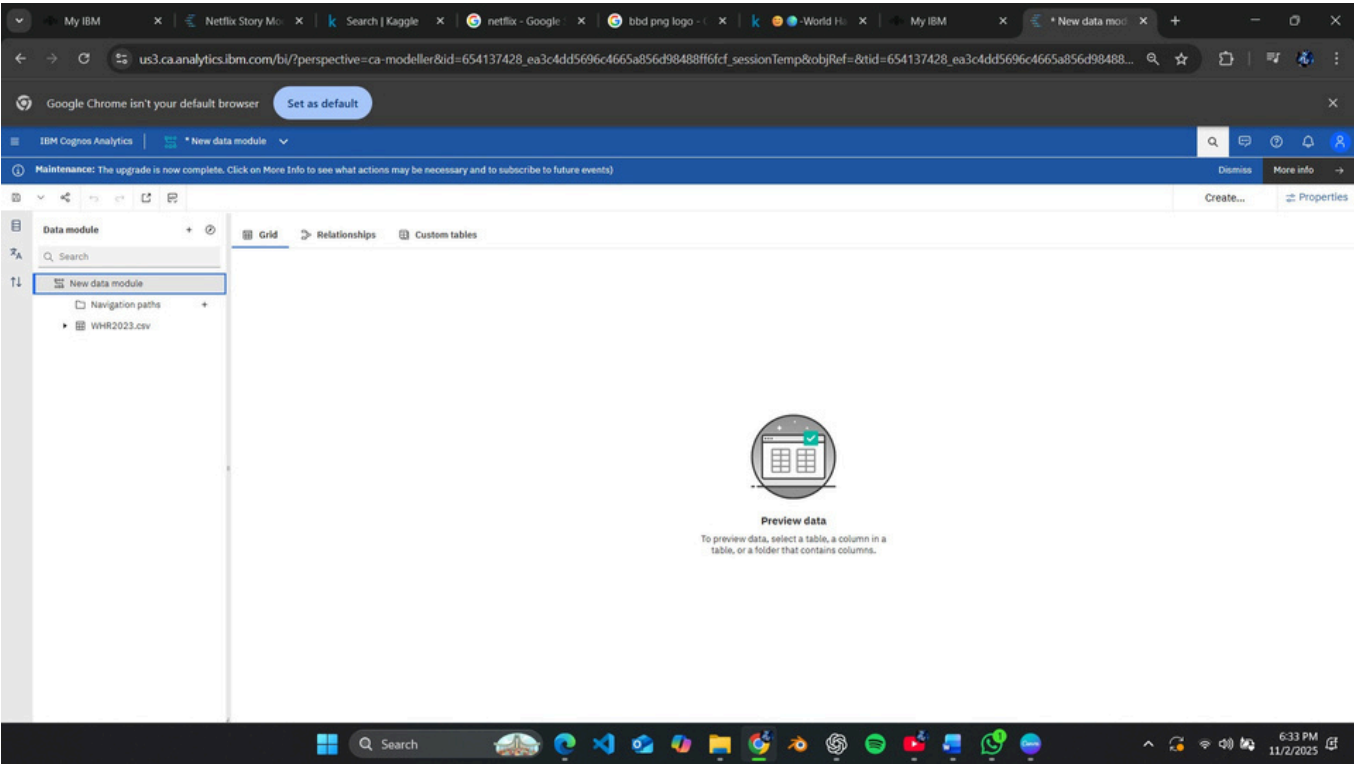
Step 4: After upload, click **New → Data Module** and select the uploaded file as your data source. Save the data module as **“World Happiness Story Module.”** Save the module under *My Content*.



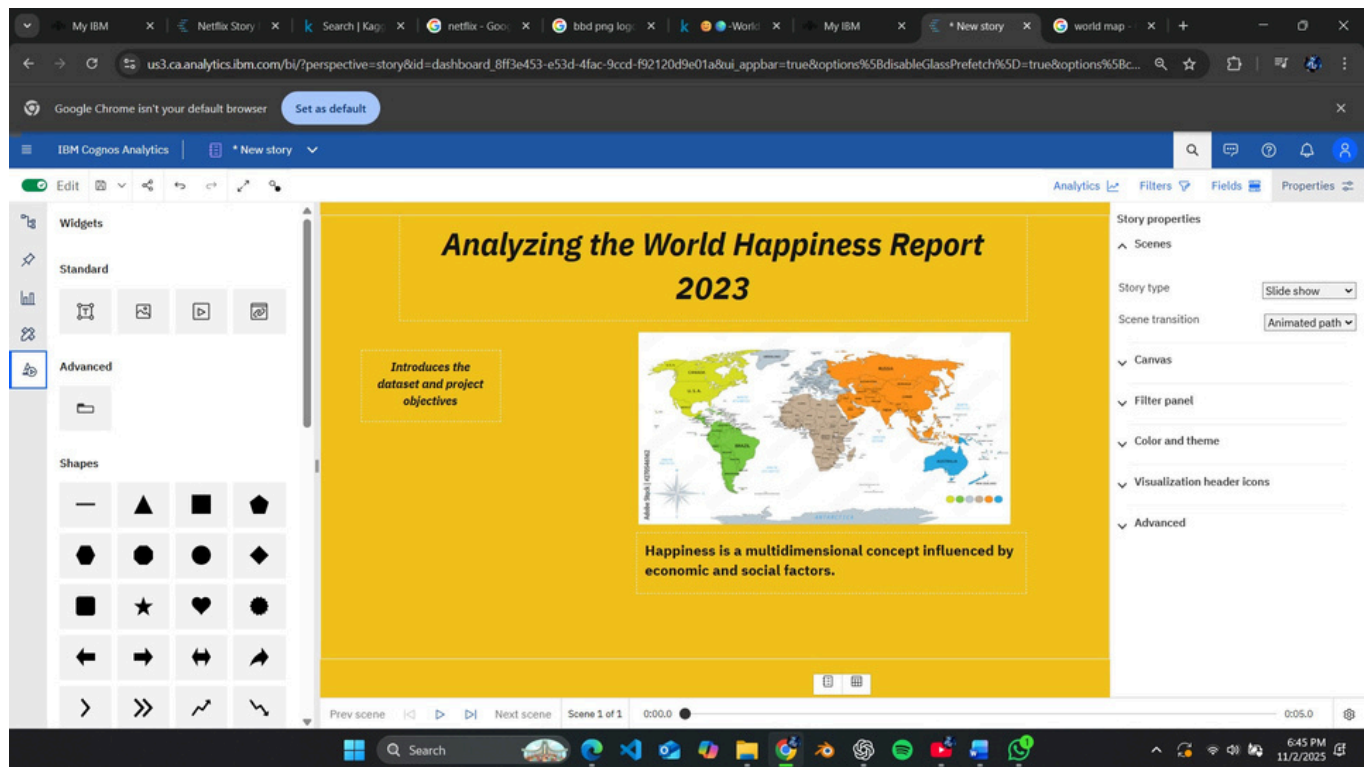
Step 5: Click **New** → **Story** and choose a simple layout.



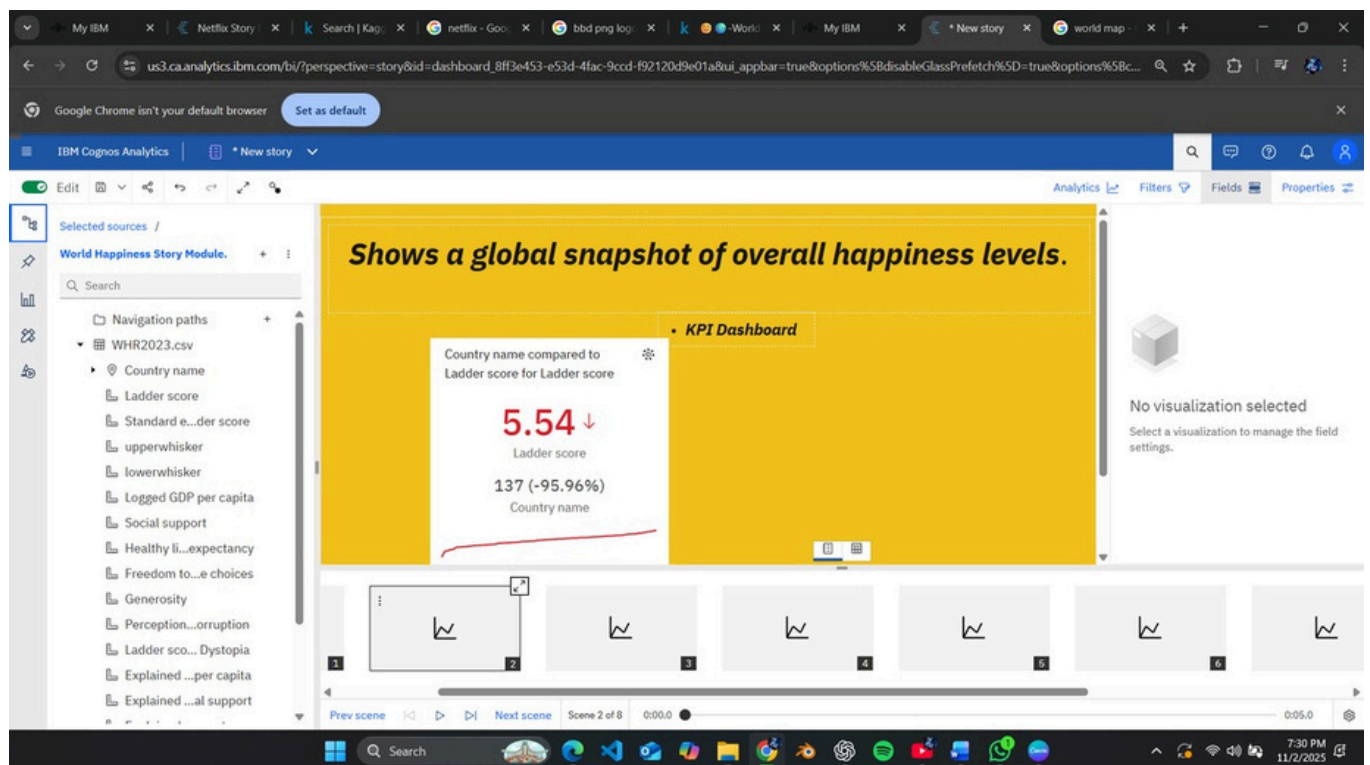
Step 9: Select **World Happiness Story Module** as your data source.



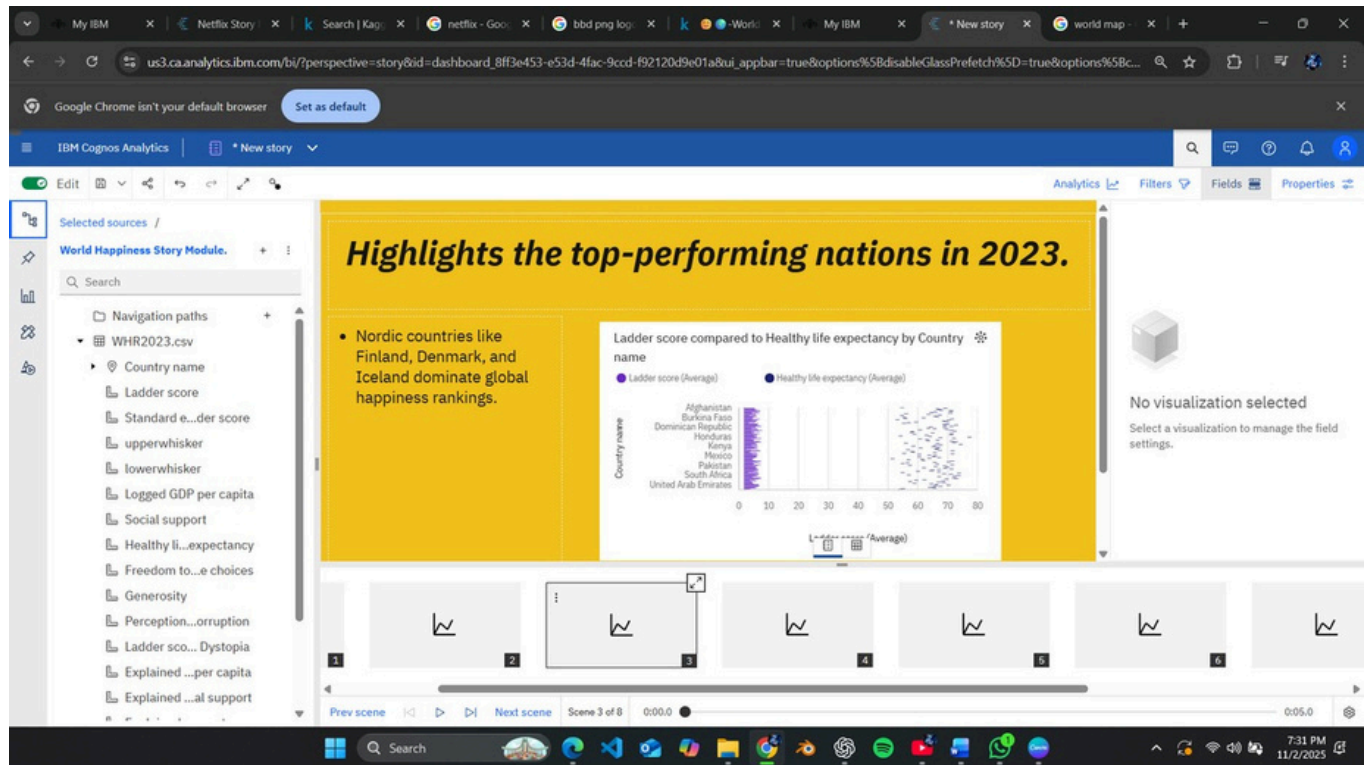
Scene 1 – Introduction



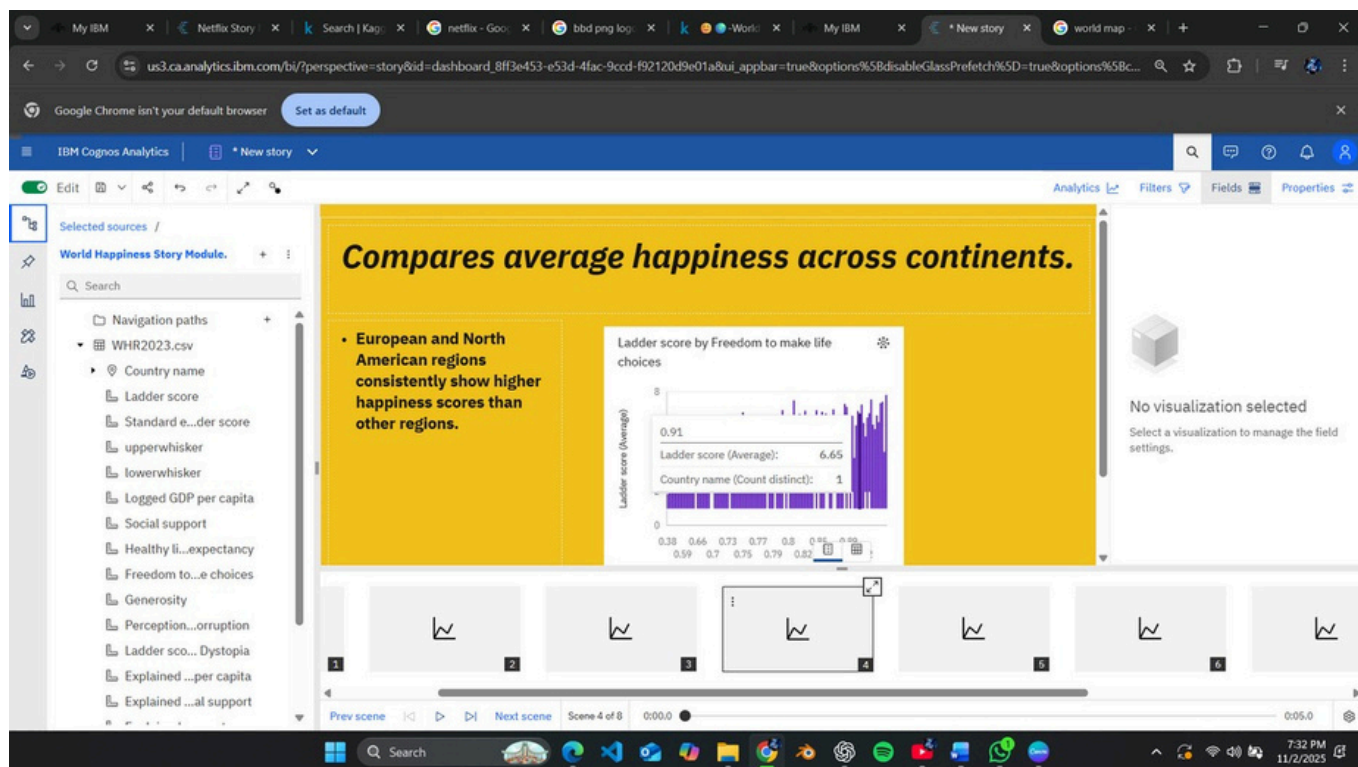
Scene 2 – Global Happiness Overview (KPI Dashboard)



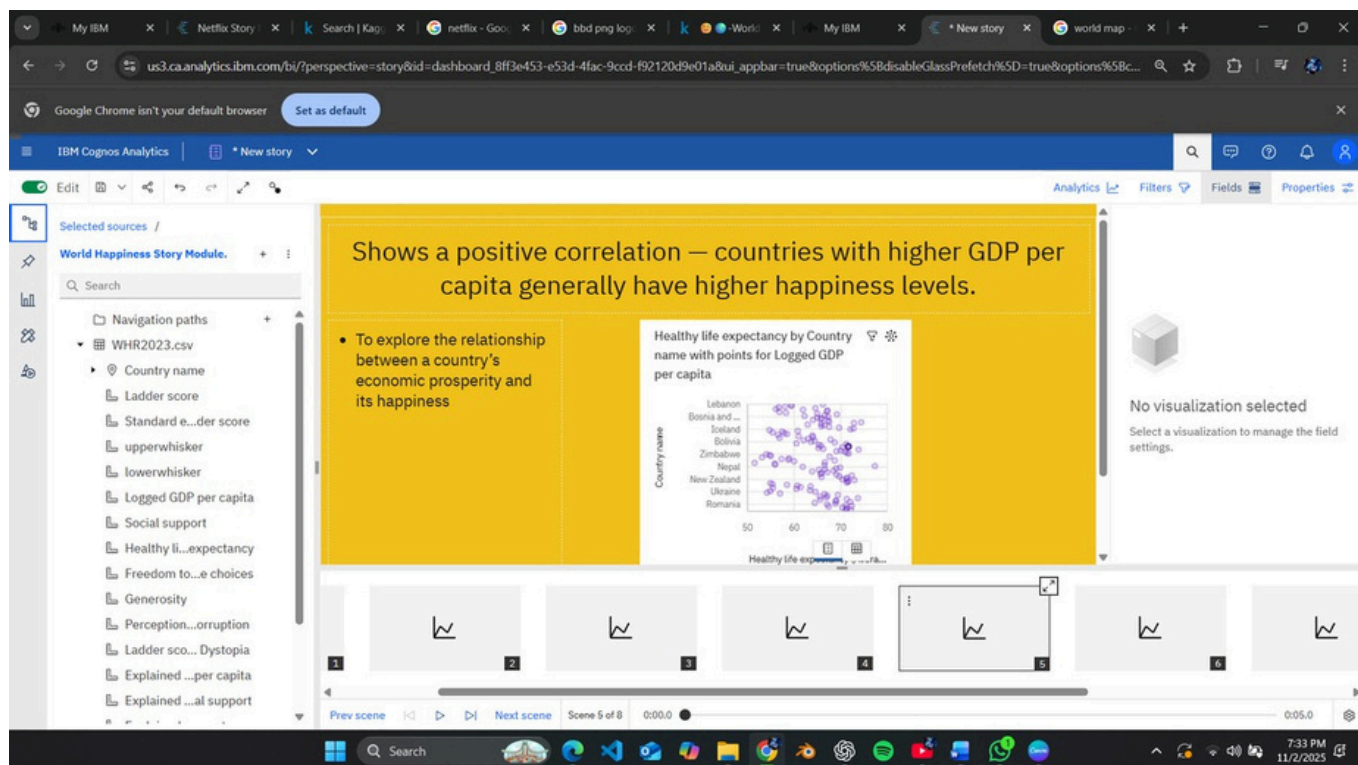
Scene 3 – Top 10 Happiest Countries



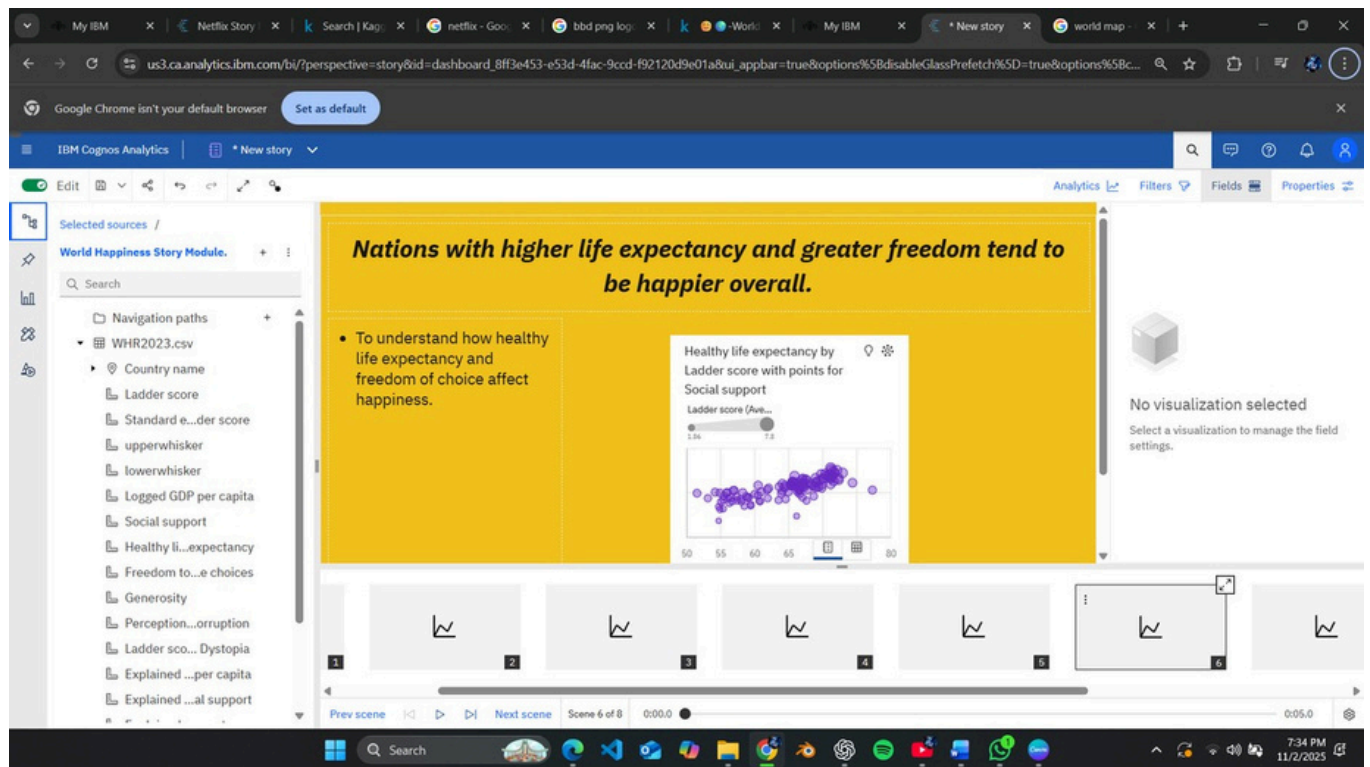
Scene 4 – Regional Happiness Comparison



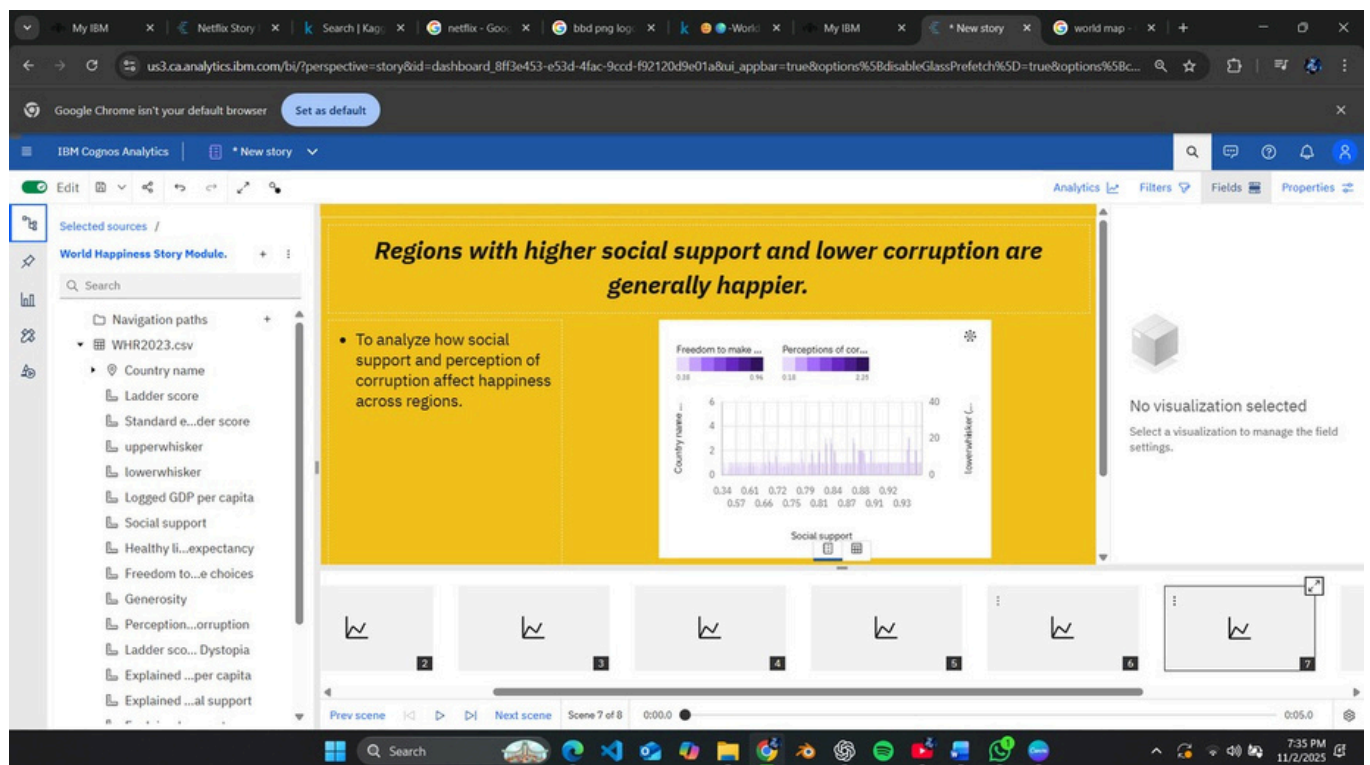
Scene 5 – Correlation Between GDP and Happiness



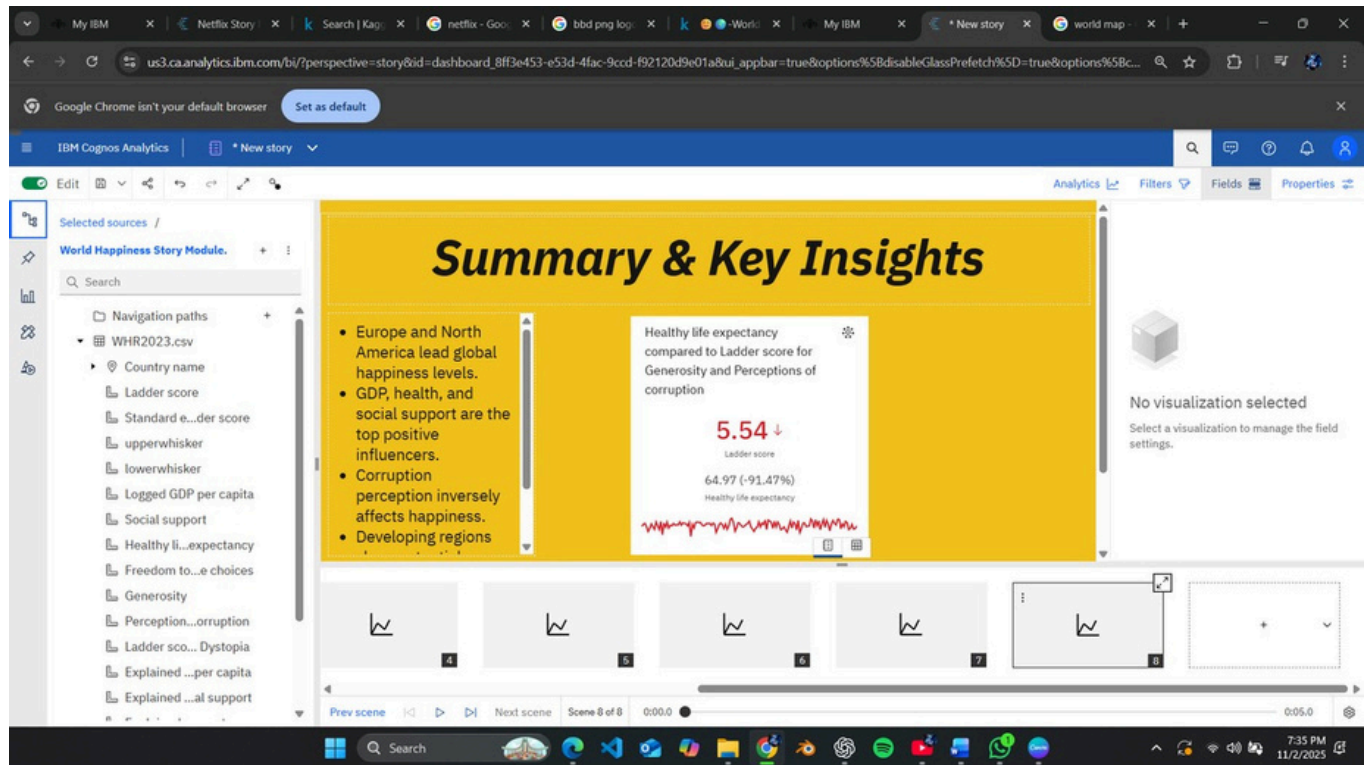
Scene 6 – Happiness vs Health and Freedom



Scene 7 – Social Support and Corruption Analysis



Scene 8 – Summary & Key Insights



**REVIEWED BY:-
PALAK MAURYA**