

# an analysis of worldwide alcoholic consumption

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# Context

The earliest records of alcohol brewing date more than 8000 years ago. There is an emerging view among evolutionary biologists that early departures from hunter/gatherer society can be directly attributed to the production of fermented beverages. Interestingly, while alcohol may have contributed to the genesis of civilization, it has simultaneously been vilified as an indicator of moral failing among many religious and cultural groups. Health and safety policies surrounding alcohol abound and have the potential to influence society greatly.

The purpose of this study is to draw comparisons about global alcohol consumption from a macro perspective.



# Clean and Merge

- Preprocessing the dataset involved an iterative series of tasks like removing Nans, renaming columns for consistency, deleting extraneous columns and searching/removing duplicates.
- Merge involved 12 CSVs: Used multiple outer joins
- Dataset includes:

continent, country\_code, country, consumption\_per\_capita\_(L), climate, main\_export, main\_industry, region, happy\_score, life\_expectancy, gdp\_per\_capita, mental\_health\_and\_addiction (%), capital



# Questions

How is alcohol consumption different across geography?

How does alcohol and wine consumption affect the following socio-economic markers:

- Happiness Score
- Life Expectancy
- GDP per capita
- Mental Health Disorders

Is wine consumption positively correlated with life expectancy?



## Alcohol Consumption Bins

Bin Name	Amount Consumed (L)	Number of Countries
Very Light	<1	23
Light	1 - 4	40
Medium	4.1 - 7	36
Heavy	7.1 - 10	45
Very Heavy	10<	37

Correlation Matrix - Alcohol Consumption & Health Markers

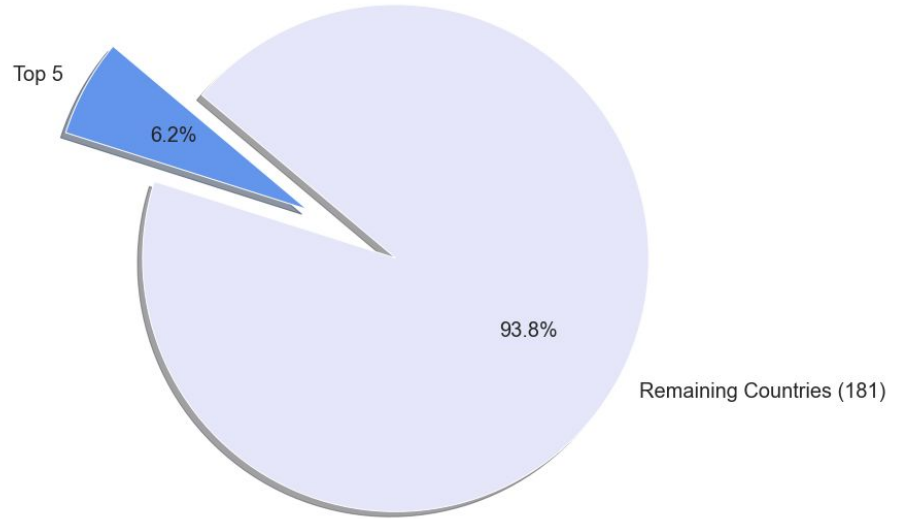
	Very Light	Light	Medium	Heavy	Very Heavy
consumption_per_capita_(L)	0.59	2.53	5.65	8.62	11.92
happy_score	4.78	5.21	5.08	5.63	6.3
life_expectancy_(y)	61.59	61.61	62.66	65.89	62.66
gdp_per_capita	8.93	8.57	8.76	9.57	9.57
mental_health_and_addiction_(%)	13.59	12.35	12.32	13.17	13.52



# Top 5 Drunkest Countries

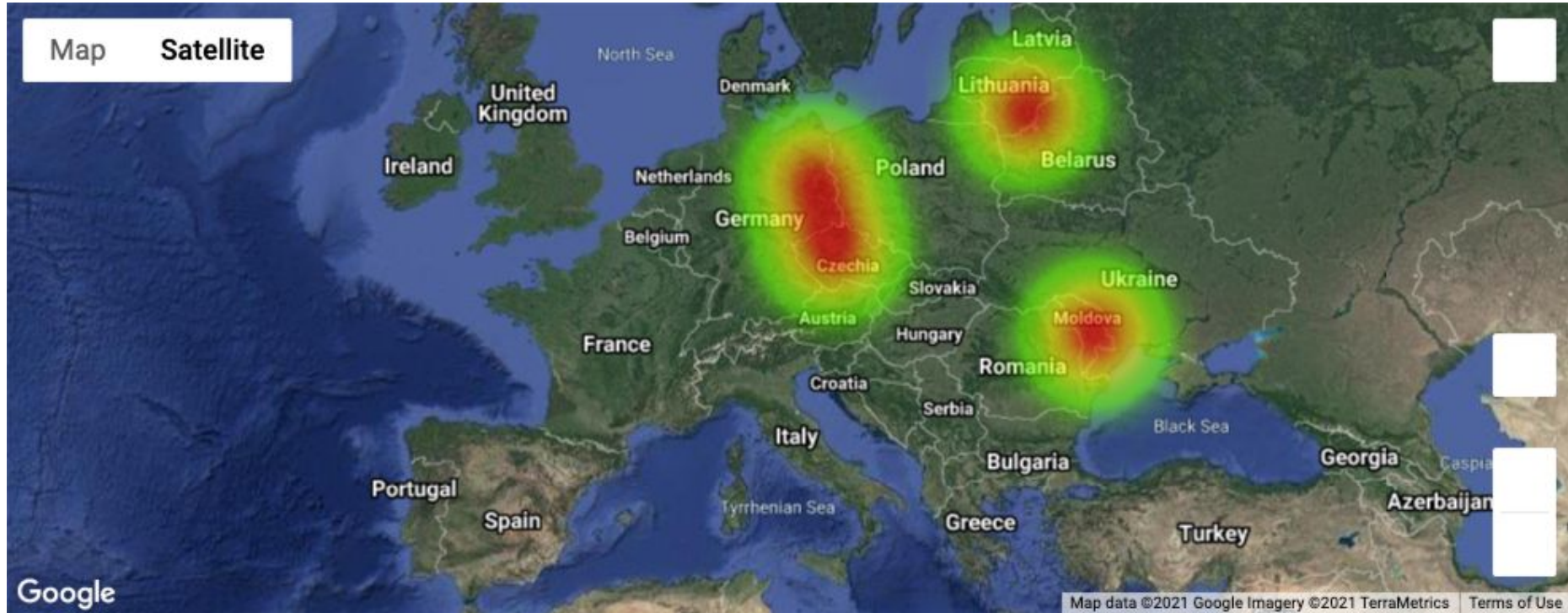
1. Moldova
2. Lithuania
3. Czechia
4. Germany
5. Nigeria

Consumption of Top 5 Countries vs Remaining Countries





# Heatmap - Consumption in Europe



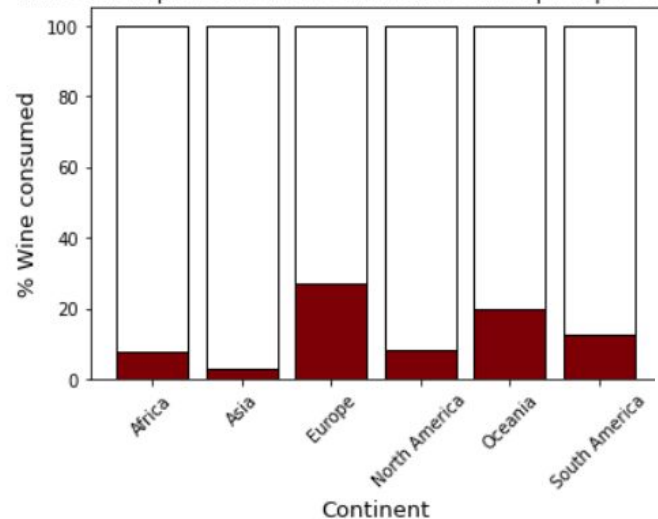




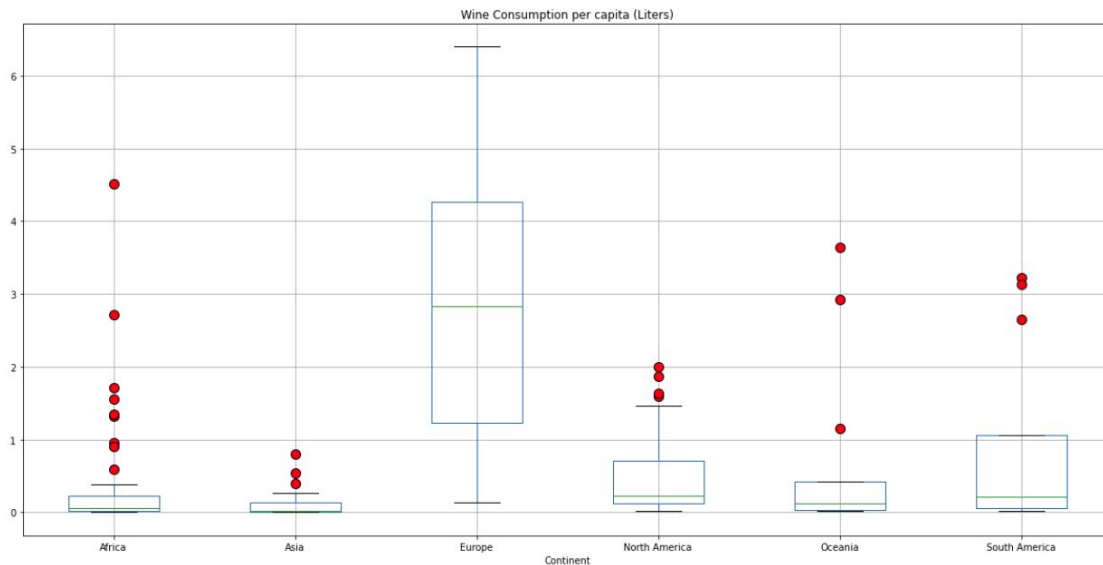
## **5 Countries with Lowest Alcohol Consumption**

- 1. Kuwait**
- 2. Libya**
- 3. Mauritania**
- 4. Somalia**
- 5. Bangladesh**

Wine Consumption as a % of Total Alcohol Consumption per Continent

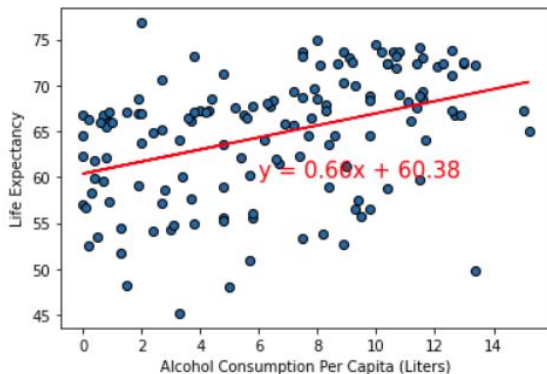


# Wine Consumption in Europe VS the Rest of the World

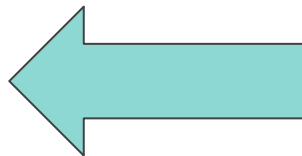


# Life Expectancy and Wine Consumption

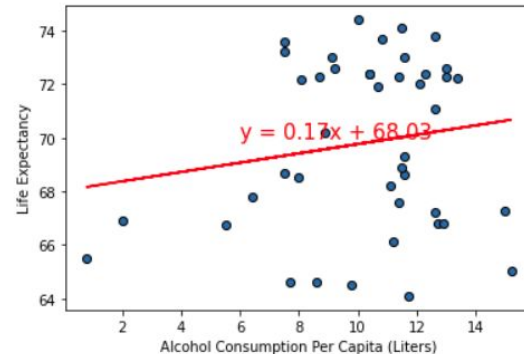
The r-value is: 0.15718368589991474



Worldwide



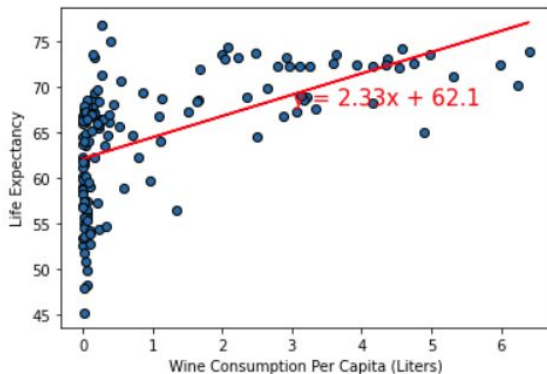
The r-value is: 0.025914227061375562



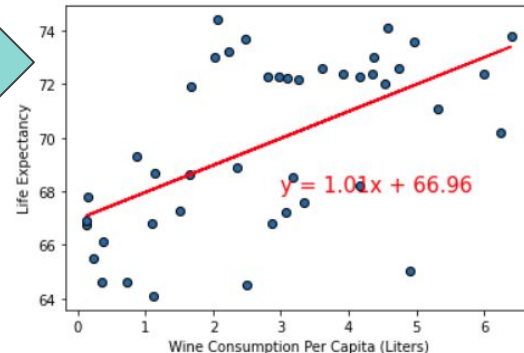
Europe



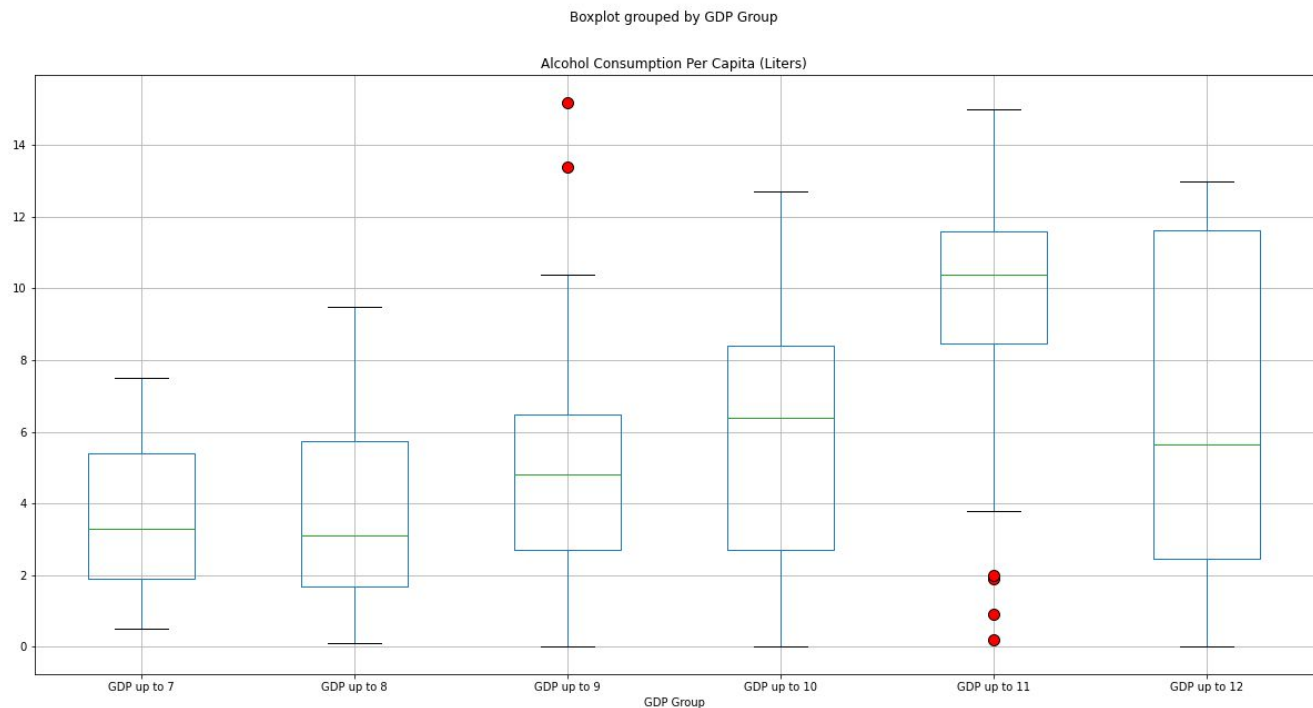
The r-value is: 0.3126332597510382



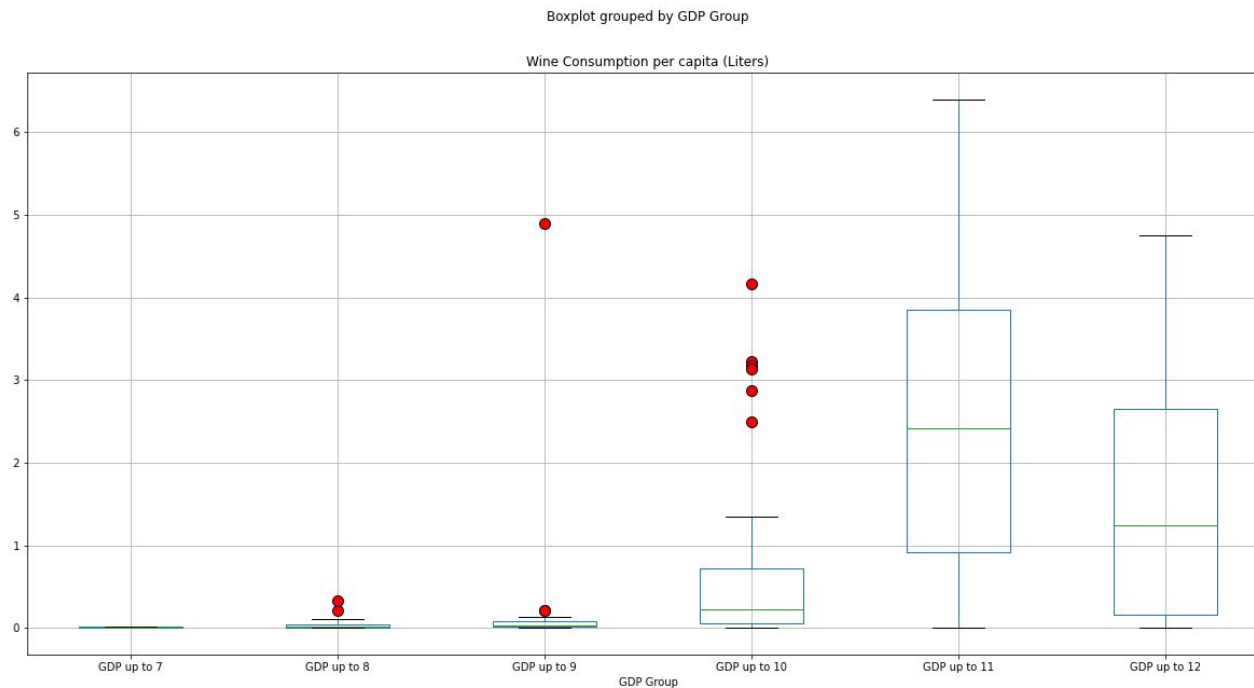
The r-value is: 0.31563005361696045



# GDP Groups and Alcohol Consumption



# GDP Groups and Wine Consumption



# GDP and Life Expectancy Worldwide

The r-value is: 0.7242337326090015

