

WORLD HAPPINESS DATASET

PROJECT TEAM

Abbasi Muhammad
Bentley Enrico
Bianchi Maddalena
Capoti Arianna Teresa
Fossati Lisa
Simeoni Matteo



DATA VISUALIZATION PROJECT

INTRODUCTION TO DATASET

THE PROBLEM

It's known from various perspectives that "**Italy is not a country for young people**" (pension problems, low wages, high tax evasion and corruption), which is evidenced by social depression phenomena such as NEETs or the exodus abroad.

DATASET

The **World Happiness Report** is collected and published by the Sustainable Development Solutions Network (SDSN) in collaboration with the Gallup World Poll.

The annual report on world happiness is a United Nations-supported initiative, using data from various sources.

The main component of the report comes from opinion polls, where participants are asked to **rate their lives on a scale from 0 to 10**, where 0 represents the worst possible life for them and 10 the best. This is integrated with economic data and complementary research.

WHAT TO VISUALIZE?

So we asked ourselves: if we wanted to move to the happiest country in the world after finishing our studies, where should we go? But more importantly, what are the **conditions** that most influence the **happiness of a country**? Economic conditions, such as GDP per capita? Healthcare and life expectancy? Or maybe a good perception of one's government?

THE PROCESS

PRE-PROCESSING

Once we had chosen the dataset, we worked on cleaning and pre-processing the data.

1. **Analysis of variables** and their meaning
2. **Handling missing values:** identification of missing values and understanding, through a preliminary study of the meaning of columns and imputation (how to manage the missing values) by replacing or removing them.

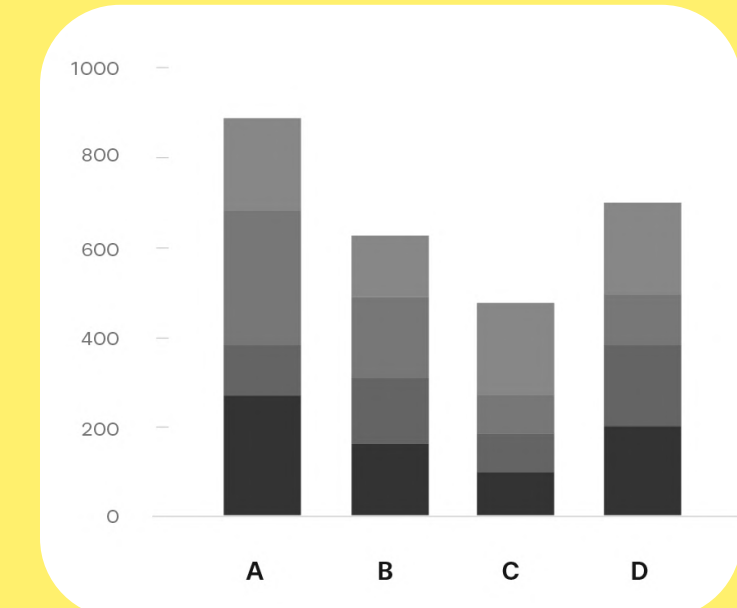
VISUALIZATION

We decided to visualize our dataset on a dashboard, splitted into three sections:

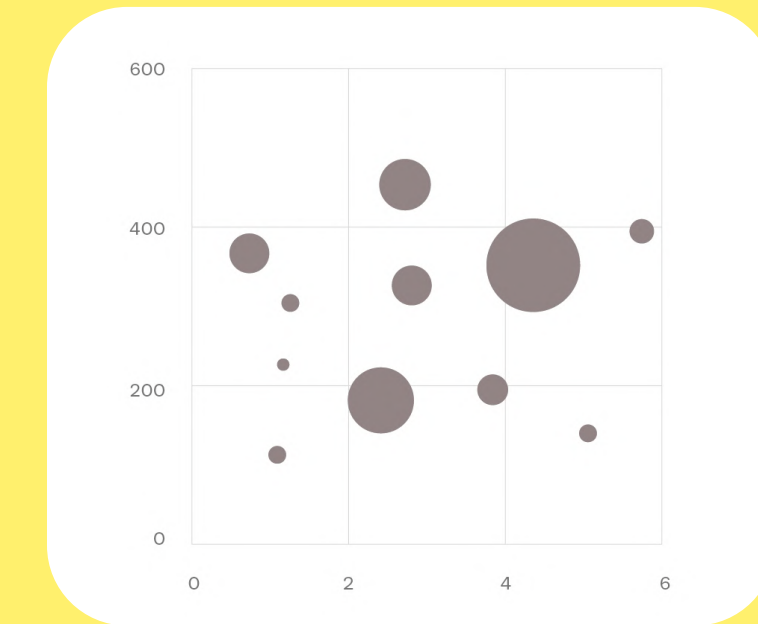
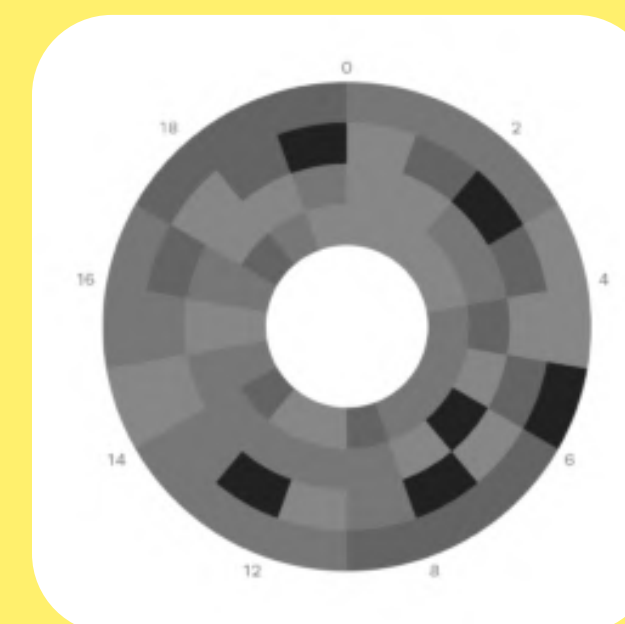
1. **Choropleth map** to show how the happiness score is distributed in various geographical areas




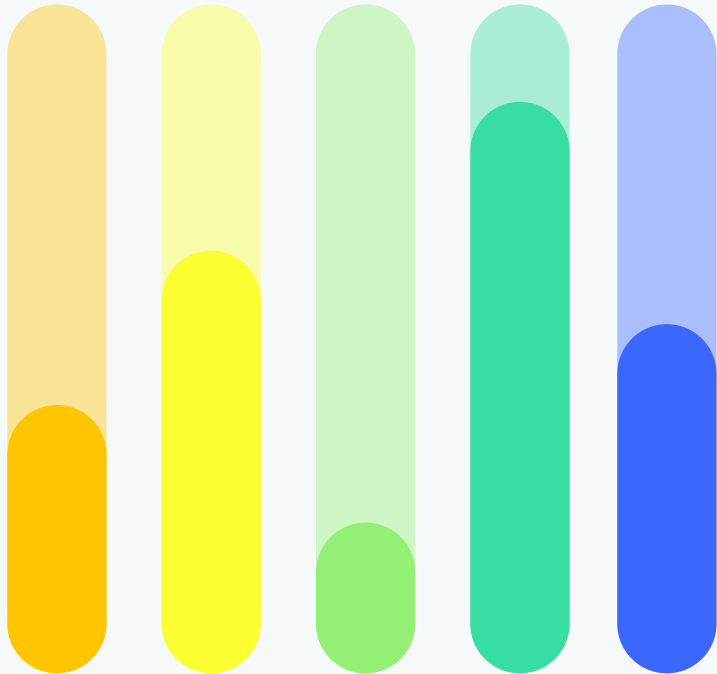

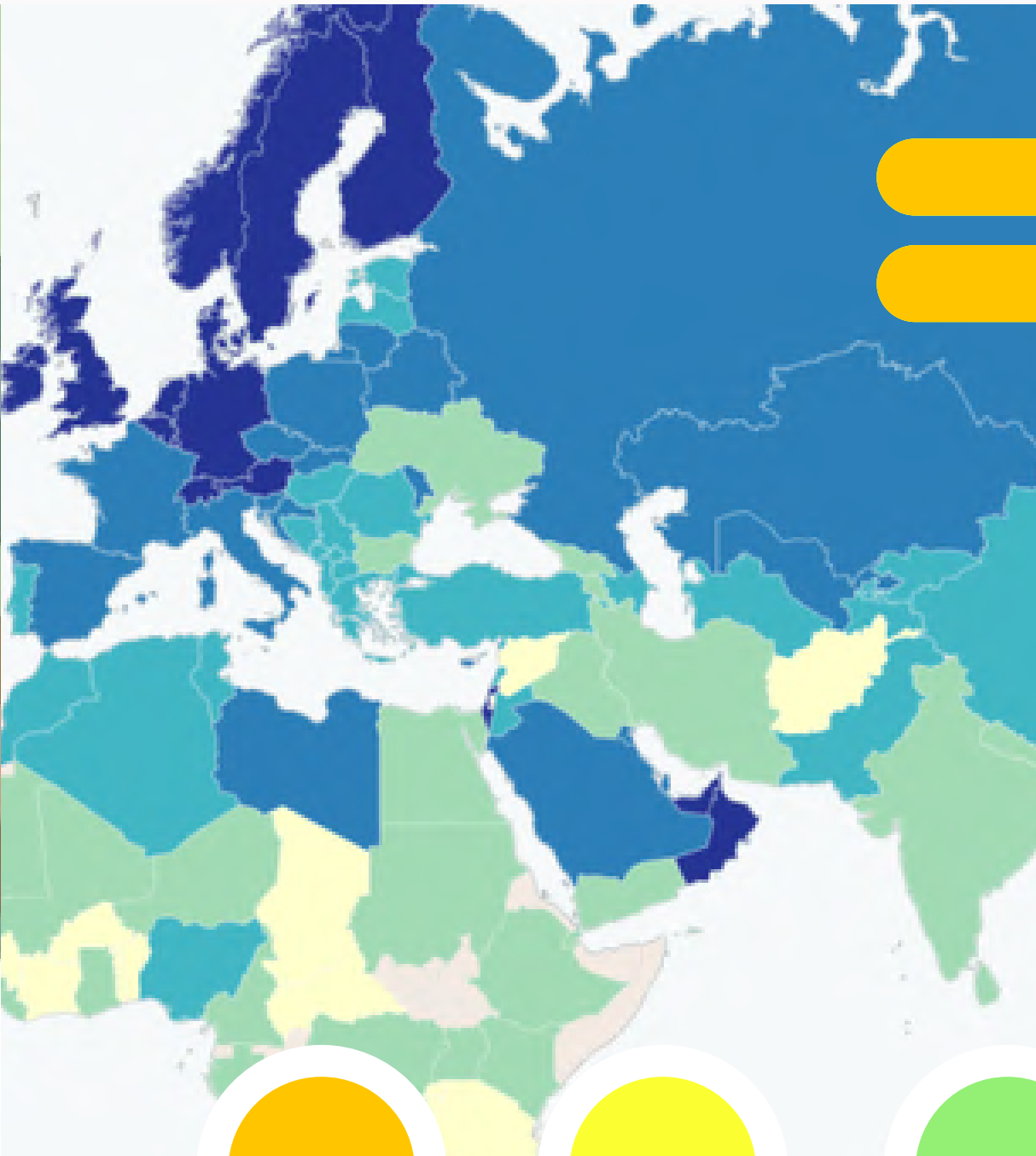

2. **Stacked bar chart** to show how each variable affect the happiness score



3. **Radial heat map** combined with **bubble chart** for the correlation between happiness score and GDP per capita (the most impactful variable)



MOODBOARD



#FFC600

#FBFF32

#94EF75

#38DDA2

#3C67FF

BALOO

Outfit

STYLE AND DESIGN CHOICES

TONE OF VOICE

The **target audience** we are addressing is primarily youthful.

The **tone of voice** is informal, friendly and aimed at encouraging users to interact and explore various visualizations.

Even regarding **typography**, we have chosen fresh and modern fonts, but at the same time fun and original.

INTERACTIVE ELEMENTS

We used different elements to make the dashboard interactive such as:

- **Filters** to select years and see how scores changed over the last three years
- **Tooltips** to show details about the chart, such as specific values

COLOR PALETTE

The colors we chose reflect the concept of the dataset.

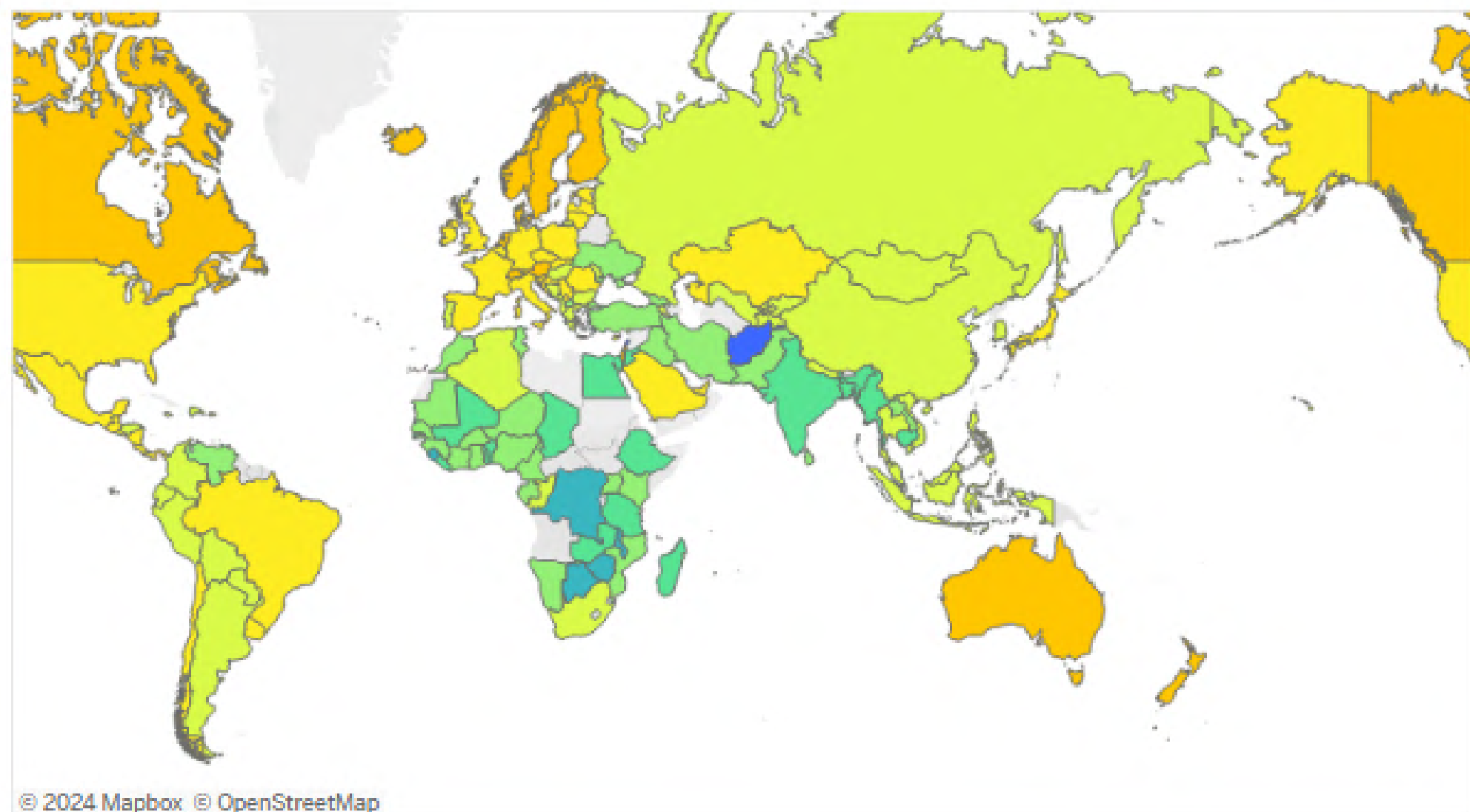
The primary color selected is **yellow** because it best represents the concept of happiness, according to color theory.

Since **blue** is associated with sadness, we defined a color palette that ranges from yellow to blue tones, passing through **green** tones, to represent the different mood stages, from happiness to sadness.

After picking the precise HEX colors for our palette, we made sure they were color blind safe, using the **Accessibility Tools** from Adobe Colors.

WORLD HAPPINESS REPORT

1

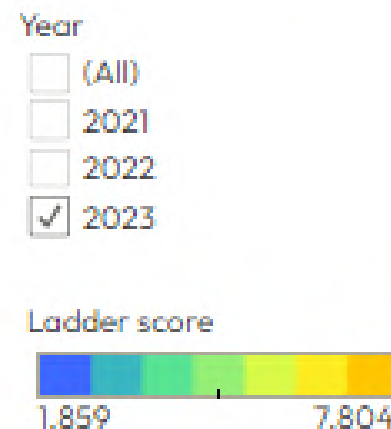


World happiness score

Are you looking for another country to live after your studies?

Here you can see a graphical visualization that shows how the happiness score is distributed in various countries and along various years.

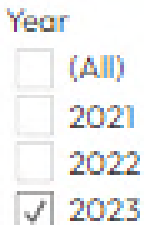
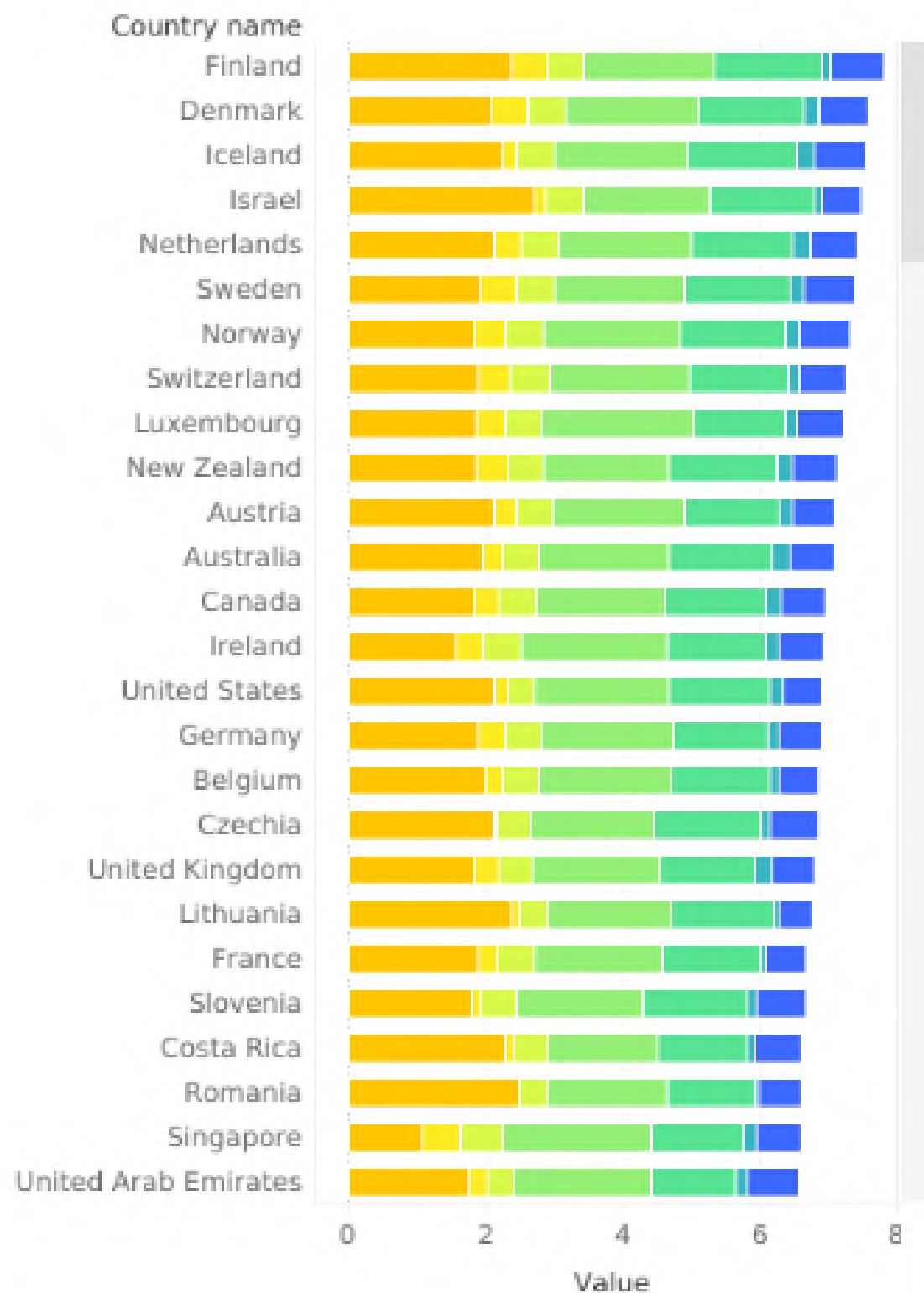
Try to use the filters to see how the happiness score changed over the last three years!



2

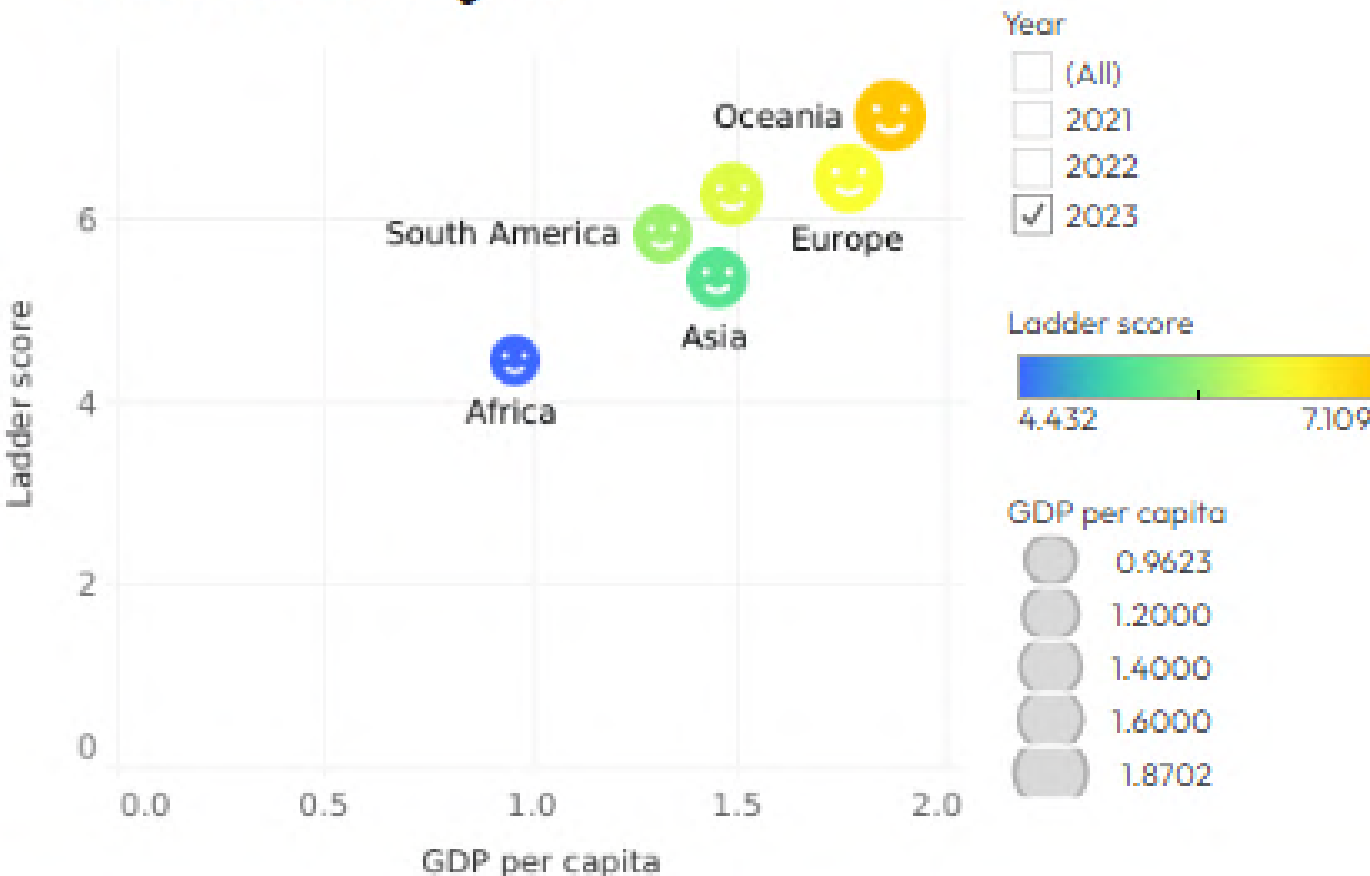
Happiness score variables

Let's explore how the different variables affect the happiness score in each country

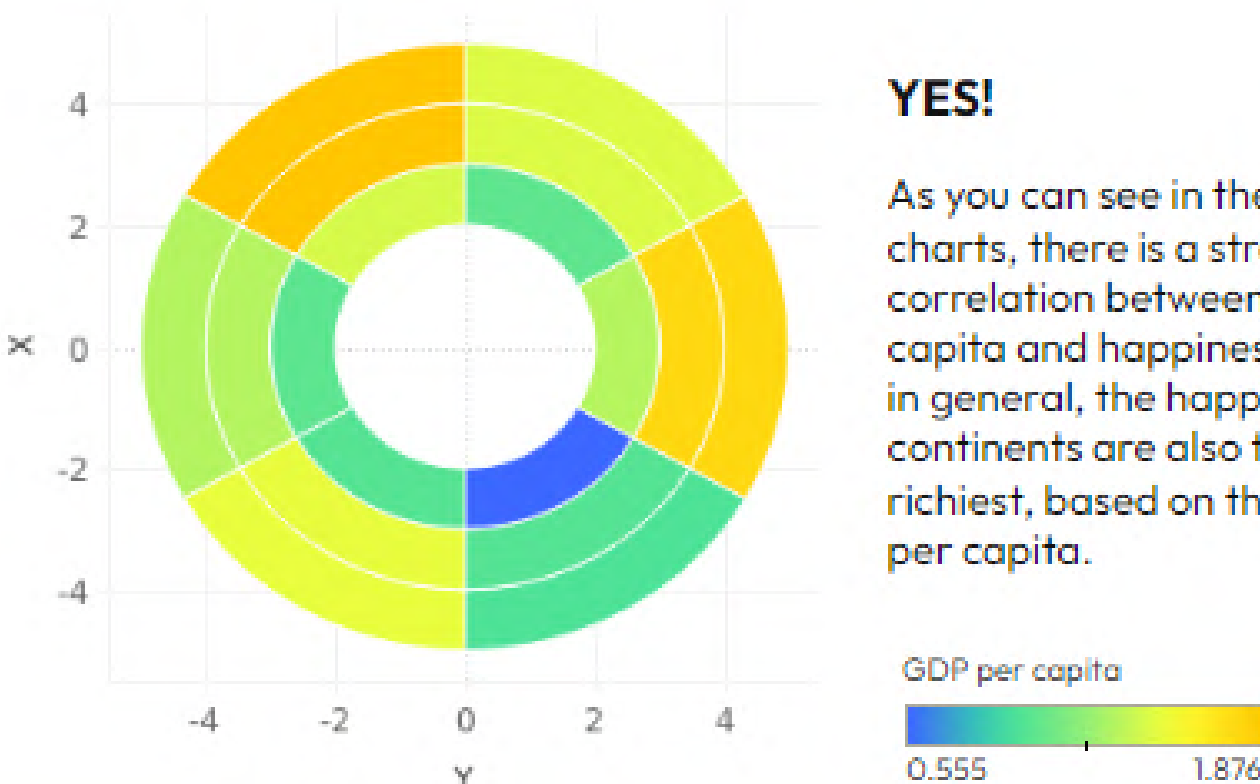


3

Can money...

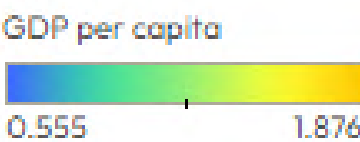


...make you happy?



YES!

As you can see in these charts, there is a strong correlation between GDP per capita and happiness score: in general, the happiest continents are also the richest, based on their GDP per capita.



Dashboard



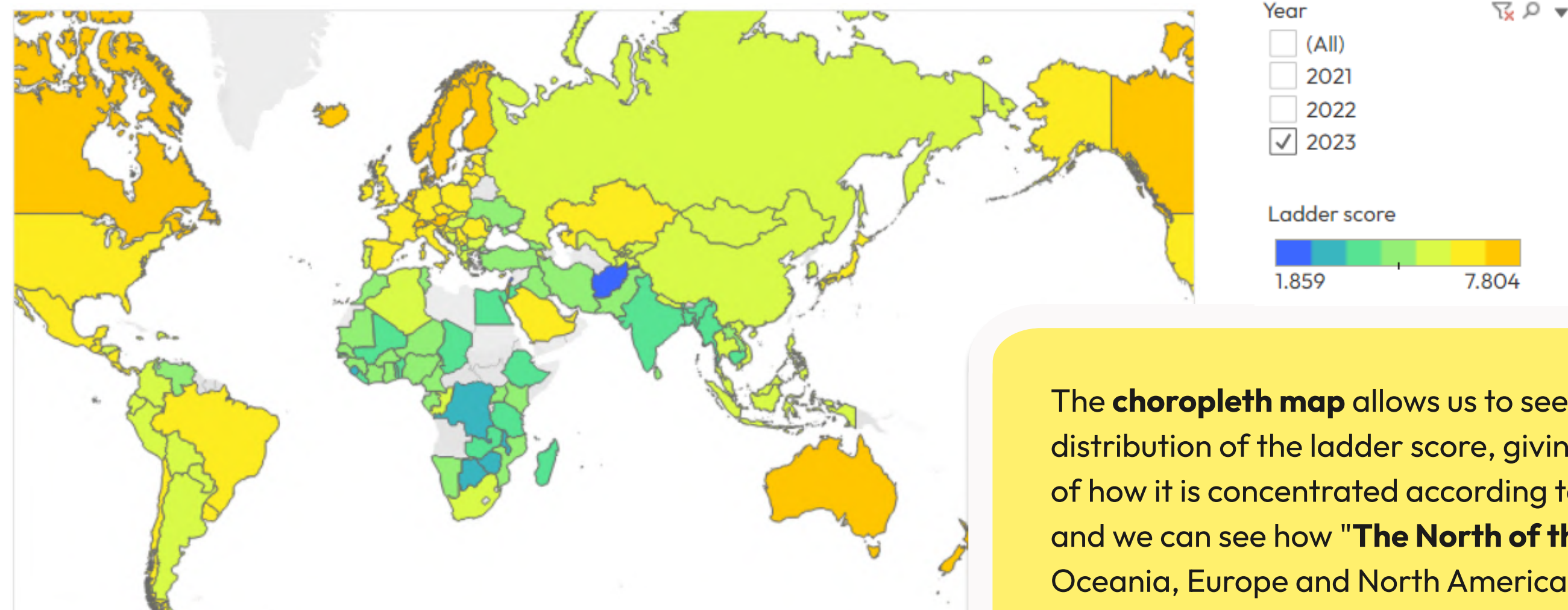
Baloo



Outfit

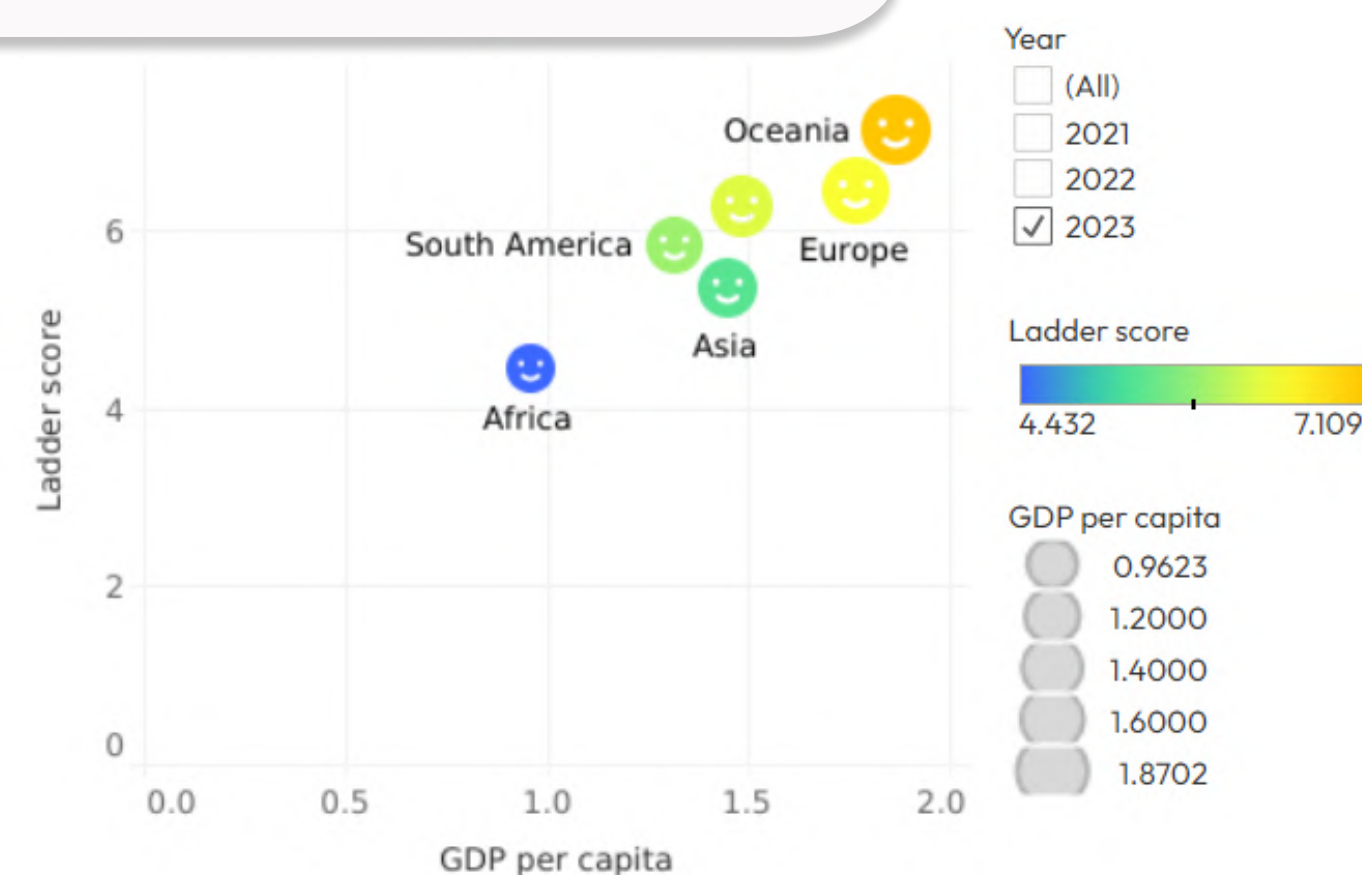
DASHBOARD INSIGHTS

1

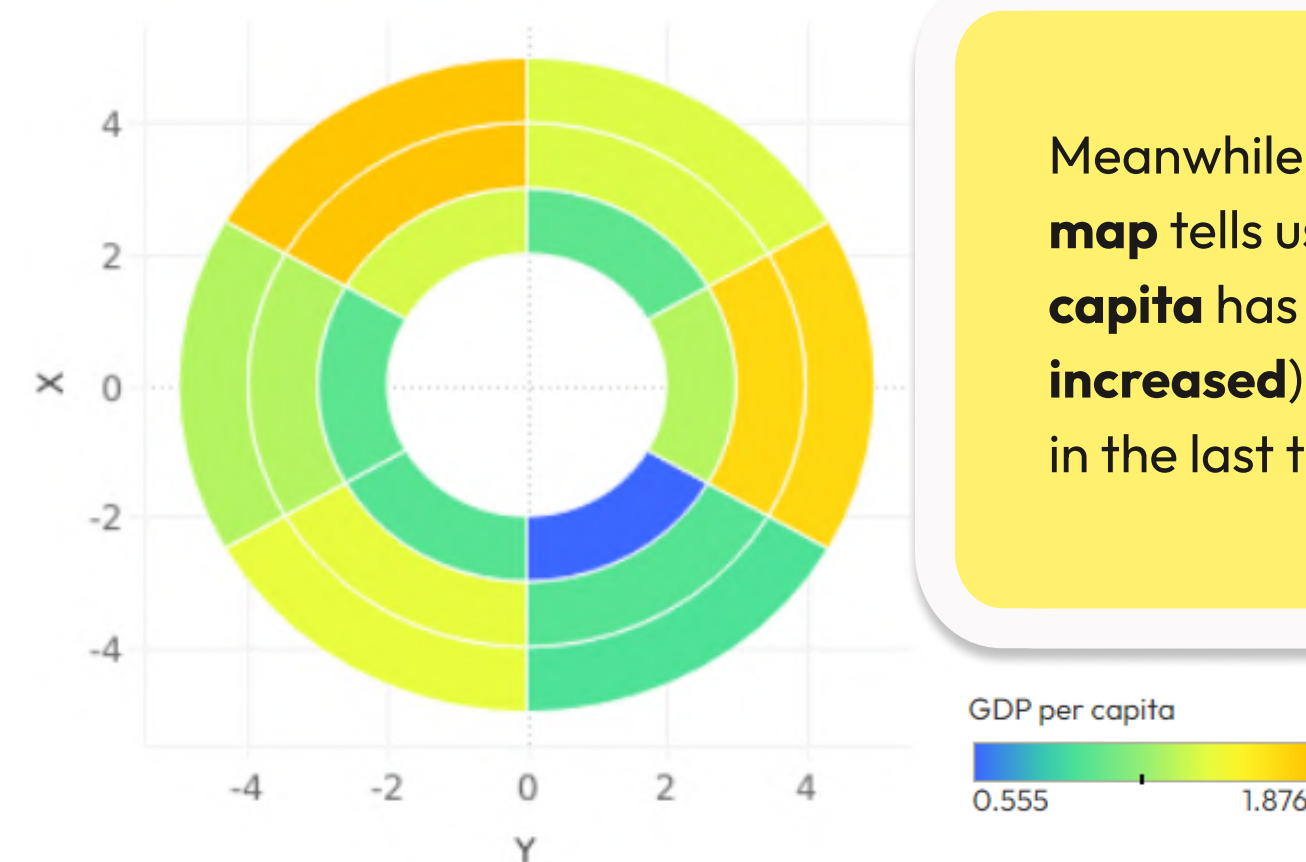


The **choropleth map** allows us to see the geographical distribution of the ladder score, giving us an overview of how it is concentrated according to the continents, and we can see how "**The North of the World**" — Oceania, Europe and North America — **are the happiest continents**.

The **bubble chart** shows a strong **correlation** between **GDP per capita** and the **ladder score**.



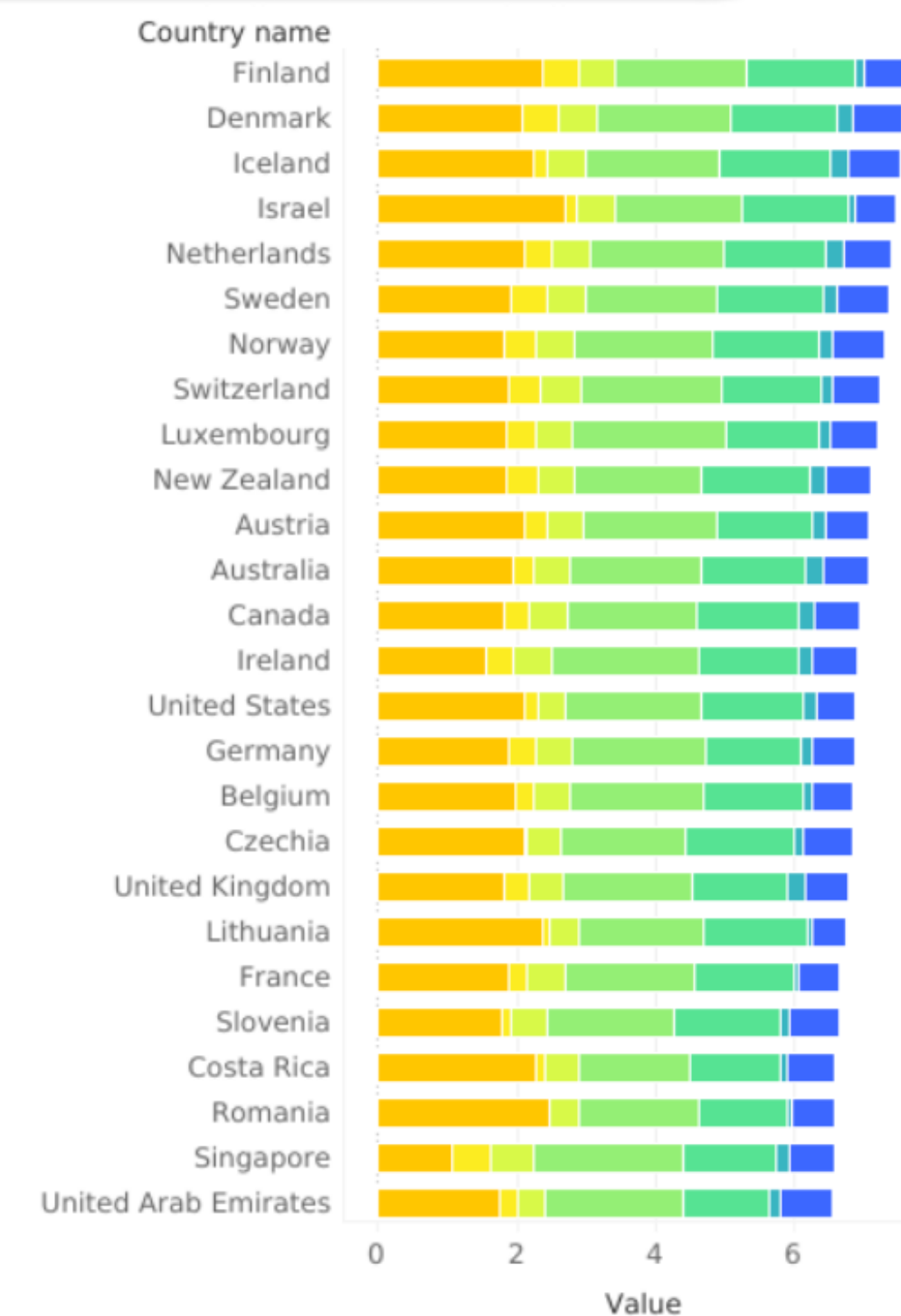
3



Meanwhile, the **radial heat map** tells us how the **GDP per capita** has changed (and **increased**) for each continent in the last three years.

2

The **stacked bar chart** ranks the happiest countries, which are those in **Northern Europe** (Finland, Denmark, Iceland, etc.), also illustrating the **weight of each variable** on the total score.



Measure Names

- Freedom to make life choices
- Generosity
- Social support
- GDP per capita
- Healthy life expectancy
- Perceptions of corruption
- Dystopia + residual

Year
☐ (All)
☐ 2021
☐ 2022
☒ 2023