09/09/2025

**Power Bi Assignment  
The World Happiness Report**

**Country or Region**

* This column simply lists the name of the country or geographic region being measured.
* The World Happiness Report uses data mainly from the Gallup World Poll, which surveys people in more than 140 countries and territories each year.
* Sometimes, small nations or territories without enough survey data are grouped under a region (e.g., “Hong Kong” may appear as a region rather than a full country, or smaller island nations may be excluded).

**1. Score**

* **This is the average happiness score (called the Cantril Ladder).**
* **People are asked:  
  *“Imagine a ladder, where the best possible life is a 10 and the worst is a 0. Where do you feel you personally stand right now?”***
* **The national average of these answers becomes the country’s happiness score.**

**2. Log GDP per capita**

* **GDP per capita (economic output per person) is adjusted with a logarithmic scale to reduce the effect of very large incomes.**
* **Purpose: to capture how basic income raises happiness strongly at first, but extra income has diminishing returns once needs are met.**

**3. Social Support**

* **Based on survey data asking:  
  *“If you were in trouble, do you have relatives or friends you can count on?”***
* **High scores = strong family/community ties → major contributor to happiness.**

**4. Healthy Life Expectancy**

* **Combines data from the World Health Organization and UN health statistics.**
* **Measures average years of healthy living (not just total lifespan).**
* **Healthier people are generally happier.**

**5. Freedom to Make Life Choices**

* **Based on Gallup survey asking:  
  *“Are you satisfied or dissatisfied with your freedom to choose what you do with your life?”***
* **Reflects how much autonomy and control people feel they have.**

**6. Generosity**

* **Calculated from survey questions like:  
  *“Have you donated to charity in the past month?”***
* **Adjusted for GDP (so a poor country giving more relative to income scores high).**
* **Shows pro-social behavior and community trust.**

**7. Perceptions of Corruption**

* **Based on two Gallup questions:**
  1. **“Is corruption widespread in government?”**
  2. **“Is corruption widespread in business?”**
* **Lower corruption = higher trust = higher happiness.**

**8. Dystopia + Residual**

* **“Dystopia” = a hypothetical worst possible country with the lowest scores in all variables.**
* **Every country is compared against this baseline.**
* **“Residual” = captures factors not explained by the six main variables (like culture, optimism, traditions, religion, climate).**
* **Example: Costa Rica & Mexico have high residuals → their happiness is boosted by cultural/social factors not directly in the model.**