# WORLD ECONOMIC DATA ANALYSIS

USING IBM COGNOS ANALYTICS

CORRUPTION AND ECONOMIC PERFORMANCE

- There's a negative correlation between corruption levels and GDP per capita. Countries with lower corruption tend to have higher GDP per capita.
- Businesses may find it advantageous to invest in countries with lower corruption levels as they often offer a more stable and favorable economic environment.
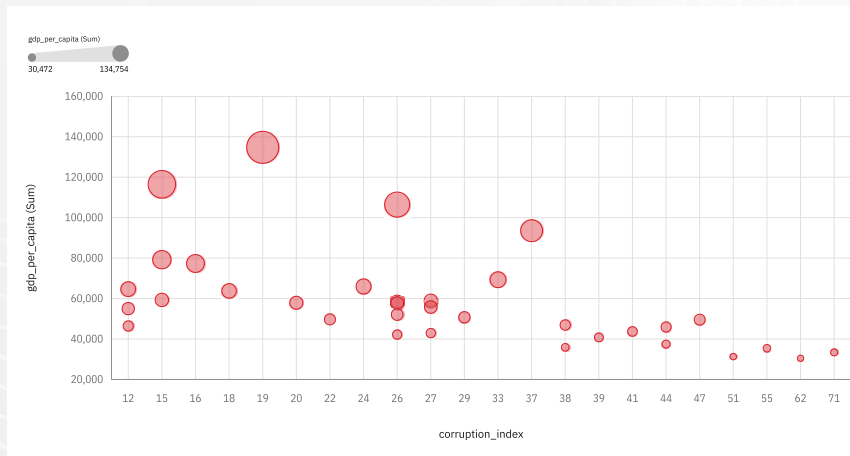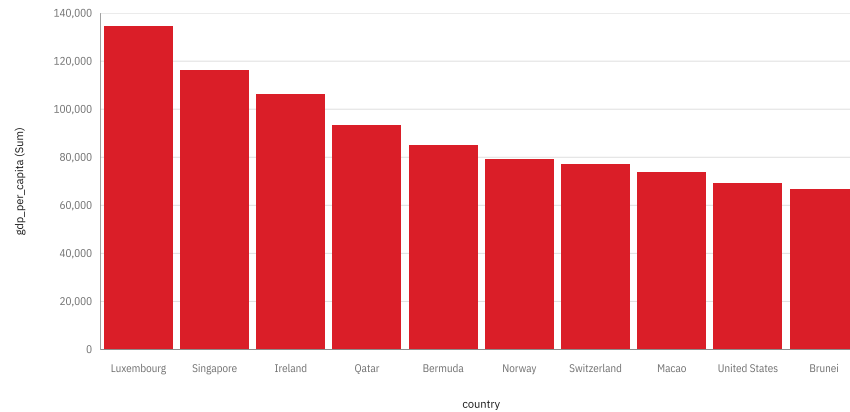
COST OF LIVING AND INCOME

- There's a positive correlation between the cost of living and annual income. As the average annual income increases, so does the cost of income in a country.
- Businesses targeting high-income consumers may need to consider the cost of living in their pricing and marketing strategies.
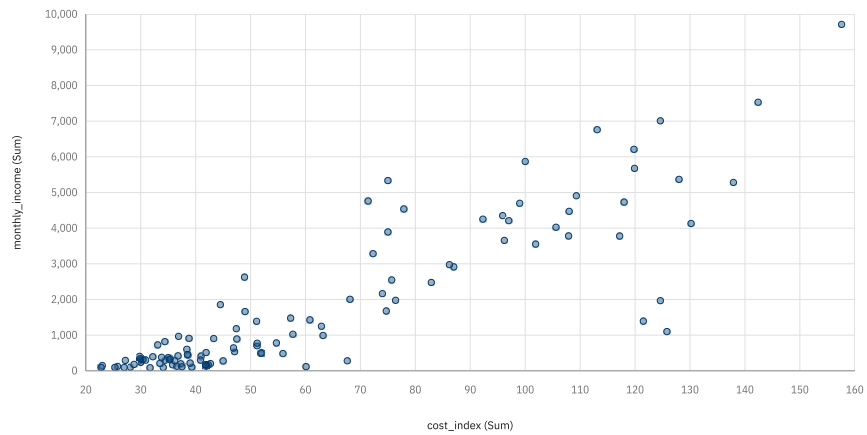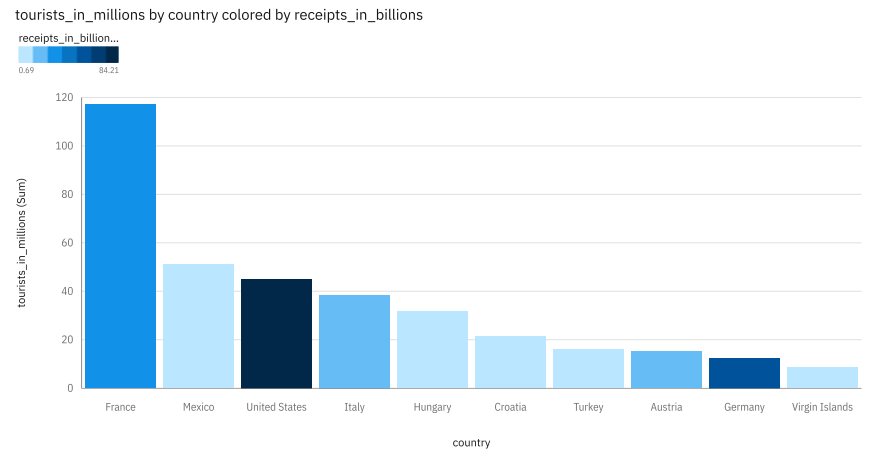
RICHEST COUNTRIES AND TOURISM

- The data on the richest countries (GDP per capita) doesn't directly correlate with the number of tourists or tourism receipts. For example, some high-GDP countries like Luxembourg and Singapore have relatively fewer tourists.
- Businesses should not assume that high-GDP countries are automatically the most attractive markets for tourism-related ventures. Other factors, such as infrastructure and tourism policies, also play a crucial role.

GDP Per Capita

Bar chart titled "GDP Per Capita" showing gdp_per_capita (Sum) on the y-axis (0 to 140,000) and country on the x-axis. Countries in descending order: Luxembourg, Singapore, Ireland, Qatar, Bermuda, Norway, Switzerland, Macao, United States, Brunei.

RICHEST COUNTRIES AND TOURISM

- France, Mexico, and the United States attract the highest numbers of tourists, making them lucrative markets for businesses in the tourism and hospitality sectors.
- Countries like Luxembourg and Qatar have a lower number of tourists but high receipts per tourist, suggesting a focus on high-end tourism.

tourists_in_millions by country colored by receipts_in_billions

receipts_in_billion...

0.69   84.21

UNEMPLOYMENT RATE

- Marshall Islands, South Africa, and Kiribati have the highest unemployment rates, indicating challenges in these regions for recruiting skilled labor.
- Countries like Qatar, Luxembourg, and Ethiopia have lower unemployment rates, suggesting a potentially larger pool of available talent for businesses.

Unemployment Rate

unemployment_rate (Average)