

1. Columns in the Merged Dataset

After collecting and merging the data, your final dataset should have the following columns:

Country

Capital

Area (sq. km)

Population

Population Density (calculated as $\text{Population} / \text{Area}$)

GDP (in billion USD)

GDP per Capita (USD) (calculated as $\text{GDP} / \text{Population}$)

2. Recommended Data Visualizations

(a) Understanding Market Size & Consumer Base

- ✓ Bar Chart – Compare GDP per capita across countries to see purchasing power.
- ✓ Bar Chart – Compare total GDP to see the economic strength of different countries.

(b) Understanding Market Saturation & Competition

- ✓ Scatter Plot – Plot GDP per capita vs Population to identify high-income vs high-population markets.
- ✓ Bubble Chart – GDP vs Population vs Area, where bubble size represents area.
- ✓ Choropleth Map – A heatmap of GDP per capita across Asia for quick insights.

(c) Identifying Expansion Opportunities

- ✓ Box Plot – Show distribution of GDP per capita to find outliers (best and worst economies).
- ✓ Pie Chart – Show the percentage share of GDP of selected countries in the Asian economy.

3. Key Insights for Business Decisions

Which countries have strong economies and a large population? (Good consumer base)

Which countries have high GDP per capita? (High purchasing power)

Which countries have a balance of economic strength and low market saturation? (Less competition, more potential)

Which 5-10 countries should EasyDay International expand into, and why?
