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Data Analytics Challenge – World Bank Challenge
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Finding Global Economic Opportunity

World Bank Challenge encouraged us to develop a visualization that contain useful information for companies to leverage to set up a business in different countries. Our group used a toll called, Cartodb for this challenge. Our Cartodb allow the users to see an interactive map of the world with each countries and its corresponding rankings of how safe it is to start up a business. We created a heat-map of the countries. Countries that companies should prioritize in starting a business are indicated by color green. Red countries are countries that the companies should stay away from. Gray areas indicate countries with no opportunities.

We had many data sets to work with and it was difficult to determine which data to base off of to create a heat-map. This is why we decided to create an overall ranking. We gave different ranking data points (Starting a Business, Protecting Investors, Taxes, and ect.) a percentage based on its importance. By doing so, we were able to come up with an overall ranking. This is also a powerful way of viewing the data because one can easily relocate its percentages based on each individual's subjective view of the importance.

By clicking on the countries that the companies are interested in, companies can see other rankings (mentioned above) to determine whether to invest in the specific country or not. We believe that this is an easy interactive map which companies can utilize to make their decisions. Link to our published Cartodb is provided below.