**Public Health Awareness Campaign Analysis**

**Project Definition**

The project aims to analyze data from public health awareness campaigns to evaluate their effectiveness in reaching the target audience and increasing awareness. The primary objective is to provide valuable insights that will not only assess the impact of past campaigns but also inform the design and execution of future public health strategies. This project encompasses defining analysis objectives, collecting campaign data, designing informative visualizations using IBM Cognos, and integrating code for data analysis.

**Design Thinking**

1. Analysis Objectives

**Objective Definition:** Before diving into the analysis, it is essential to clearly define the specific objectives that will guide our data exploration and interpretation. Some key objectives include:

* **Measuring Audience Reach:** Evaluate the extent to which campaigns reached their intended target audiences.
* **Assessing Awareness Levels:** Determine the impact of campaigns on raising awareness about the health issues they addressed.
* **Evaluating Campaign Impact:** Analyze the influence of campaigns on public behavior change and health outcomes.

2. Data Collection

**Data Sources:** Identifying reliable data sources and collection methods is pivotal to the success of this project. Sources may include:

* **Campaign Data:** Gather data from previous public health awareness campaigns, including engagement metrics (e.g., website visits, social media interactions), audience demographics, and survey responses.
* **Public Health Records:** Access relevant health records and statistics to assess the impact of campaigns on health outcomes.

**Data Integration:** Streamline the process of integrating data from different sources to ensure consistency and accuracy.

3. Visualization Strategy

**IBM Cognos Dashboards:** Utilize IBM Cognos for creating visually compelling and informative dashboards and reports. The visualization strategy involves:

* **Identifying Key Metrics:** Determine the critical campaign metrics and key performance indicators (KPIs) to be visualized.
* **Dashboard Design:** Create an intuitive and user-friendly dashboard layout that allows stakeholders to easily interpret and extract insights.
* **Interactive Elements:** Incorporate interactive elements (e.g., filters, drill-through options) to facilitate deeper exploration of the data.
* **Data Storytelling:** Develop a narrative that guides users through the dashboard, highlighting critical insights and findings.

4. Code Integration

**Enhancing Data Analysis:** Recognize the potential benefits of integrating code into the analysis process. Areas where code can be applied include