Public Health Awareness.

Problem Statement

The project involves analyzing data from public health awareness campaigns to measure their effectiveness in reaching the target audience and increasing awareness. The objective is to provide insights that evaluate the impact of the campaigns and inform future strategies. This project includes defining analysis objectives, collecting campaign data, designing relevant visualizations in IBM Cognos, and using code for data analysis.

Abstract

Public health awareness is essential for promoting the well-being of communities. It involves educating the public about various health issues, preventive measures, and resources available for healthcare.

Design Thinking:

1. Analysis Objectives: Define specific objectives for analyzing public health awareness campaign data, such as measuring audience reach, awareness levels, and campaign impact.
2. Data Collection: Identify the sources and methods for collecting campaign data, including engagement metrics, audience demographics, and awareness surveys.
3. Visualization Strategy: Plan how to visualize the insights using IBM Cognos to create informative dashboards and reports.
4. Code Integration: Decide which aspects of the analysis can be enhanced using code, such as data cleaning, transformation, and statistical analysis.

Phase 2: Innovation

Consider incorporating machine learning algorithms to predict the success of future campaigns based on historical data.

Phase 3: Development Part 1

Start building the public health awareness campaign analysis using IBM Cognos for visualization
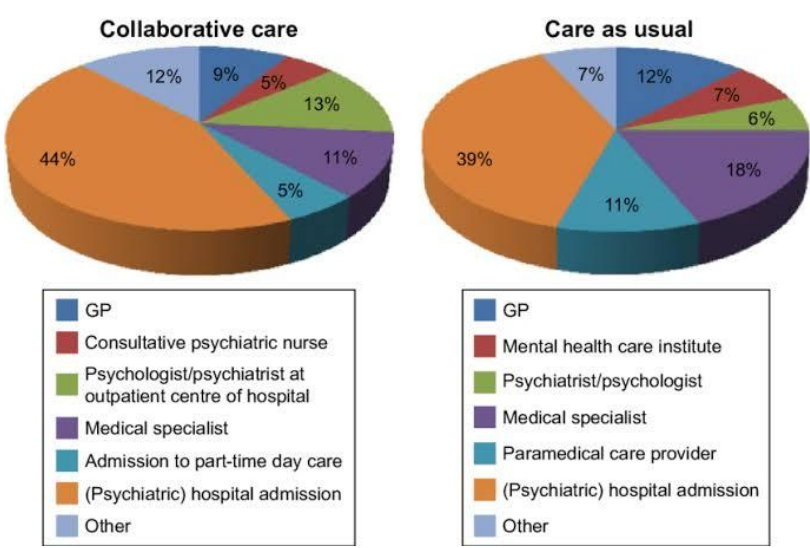
Phase 4: Development Part 2

Continue building the analysis by creating visualizations using IBM Cognos and integrating code for data analysis.

Phase 5: Project Documentation & Submission

Document the public health awareness campaign analysis project and prepare it for submission.

Visualization Selection

Pie chart

Bar chart