



Introduction and Overview:

- Begin with an introduction to the public health issue your campaign addresses.
- Explain the importance of the campaign and the role of data visualization.
- Introduce IBM Cognos as the tool for visualizing campaign data.

Campaign analysis program using python:

Import pandas as pd

Import matplotlib.pyplot as plt

Import seaborn as sns

Step 1: Data Loading

Data = pd.read_csv('campaign_data.csv') # Replace with your data source

Step 2: Data Cleaning and Preprocessing (if needed)

Step 3: Data Analysis

```
Campaign_metrics = data.groupby('date').agg({  
    'engagement': 'sum',  
    'reach': 'sum'  
})
```

Step 4: Data Visualization

```
Plt.figure(figsize=(10, 6))
```

```
Sns.lineplot(data=campaign_metrics, x='date', y='engagement', label='Engagement')
```

```
Sns.lineplot(data=campaign_metrics, x='date', y='reach', label='Reach')
```

```
Plt.xlabel('Date')
```

```
Plt.ylabel('Count')
```

```
Plt.title('Campaign Performance Over Time')
```

```
Plt.legend()
```

```
Plt.show()
```

Step 5: Insights and Reporting (print or export as needed)

Campaign Data Visualization:

- Present visualizations depicting campaign reach, engagement, and effectiveness.
- Use graphs, charts, and maps to illustrate data related to target audience demographics, reach across various channels, and engagement levels.
- Describe how each visualization helps in understanding the campaign's impact

Analysis and recommendations:

- Analyze the visualizations and draw insights about the campaign's performance.
- Identify strengths and weaknesses, potential areas for improvement, and trends.
- Provide recommendations for optimizing the campaign based on the analysis.

Data Sources and Methodology

- Briefly describe the sources of data used for the campaign analysis.
- Explain the methodology employed to collect, clean, and analyze the data.
- Mention any challenges or limitations in the data collection process.
- Page 5: Key Metrics and KPIs
- Highlight the key performance indicators (KPIs) that were monitored during the campaign.
- Use visualizations to show how these metrics evolved over time.
- Discuss any notable changes or patterns observed.
- Page 6: Audience Segmentation
- Show visualizations that break down the campaign's impact by different audience segments.
- Explain how this segmentation helps in targeting and tailoring future campaigns.

- Social media and methodology:

- If relevant, provide visualizations of social media engagement and sentiment.
- Discuss how social media played a role in the campaign's success or challenges.
- Page 8: Conclusion and Next Steps

- Summarize the main findings and insights from the analysis.
- Discuss the overall impact of the campaign and whether it achieved its objectives.
- Outline the next steps, including potential improvements and strategies for future campaigns.

- References:

- Include a list of references, data sources, and tools used in the analysis.
- Visualization should be a central element in each section to make the data more accessible and informative.

HEALTH AND PROMOTION

INTRODUCTION

Health promotion is an effective process of improving health of an individual or whole society by implementing various promotional programmes with the help of governing bodies. In fact, it included public policy whose main motive is to provide food security, job security, housing and positive working conditions. It also covers planning impressive campaign of health to meet particular targets of promotional strategies.



PLANNING OF HEALTH PROMOTION CAMPAIGN

Programmes or session of health publicity campaign is very essential or indispensable to achieve the objectives of promotional activities in a minimum period of time. In fact, it goes through from various steps to eliminate upcoming or instant errors and mistakes which might be occurred during planning process

NECESSARY STEPS OF HEALTH PROMOTION

Assessment of needs – Specific area must be selected for establishing a health care campaign by knowing the requirement or need of promotional programmes to remove the problems or issues related to well-being. In fact, first step helps in identifying the need of strategy or planning process.

Aims and objectives – After understanding the need of session second step is to understand the aim or motive of a programmes as well as know about the actual reason behind implementation of promotional activities.

AIM OF A CAMPAIGN

1. Try to eliminate the individuals suffering from any health issues or disease.
2. Keep away from children's and youngster from harmful or dangerous products.
3. Implement more and more health education to remove life taking disease.
4. Create an environment free from any health inequalities or disparity.

OBJECTIVES OF CAMPAIGN

- **Time scale** – It shows the accurate time period of completing particular or specific project of health campaign by achieving their objectives and targets with the help of genuine data and information.
- **Strategies taken into action** – After deciding actual time period to complete a health promotion programmes its time to implement all that strategies and plans. Legislation practices must be enacted or implemented.
- **Evaluation of the campaign** – At last its time to evaluate overall planning process of campaign to acquire feedback of implemented programme

SUPPORTS STRATEGIES

Promotional campaigns play a very vital role in supporting strategies of health care whose main motive is to protect overall society and individuals from any harmful effect of diseases or chemicals. According to the above effective plan campaign of caring for health are designed or structured with the help of professional's advice or assistance to implement overall programmes in an effective manner. Apart from this session for improvement of well-being of individuals or society estimated accurate time or duration to complete that project.

