

### PHASE 3

#### PUBLIC HEALTH AWARENESS

1. **\*\*Dataset Acquisition:\*\***

Download the dataset from the provided Kaggle link, which contains data related to mental health in the tech industry. Make sure you have it saved locally.

2. **\*\*Define Analysis Objectives:\*\***

Clearly define the objectives of your public health awareness campaign analysis. What specific insights or goals are you trying to achieve with this data?

3. **\*\*Data Preprocessing:\*\***

Begin with data preprocessing to ensure data quality and accuracy. This may involve tasks like handling missing values, removing duplicates, and dealing with outliers.

4. **\*\*Data Exploration:\*\***

Explore the dataset to understand its structure and the variables it contains. You can use tools like Python or IBM Cognos for this step.

5. **\*\*Data Visualization:\*\***

Use IBM Cognos for visualization as you mentioned. Create meaningful and informative visualizations to gain insights from the data.

6. **\*\*Analysis and Insights:\*\***

Perform the analysis based on your defined objectives. This could involve statistical analysis, trend identification, or any other relevant methods.

7. **\*\*Campaign Strategy:\*\***

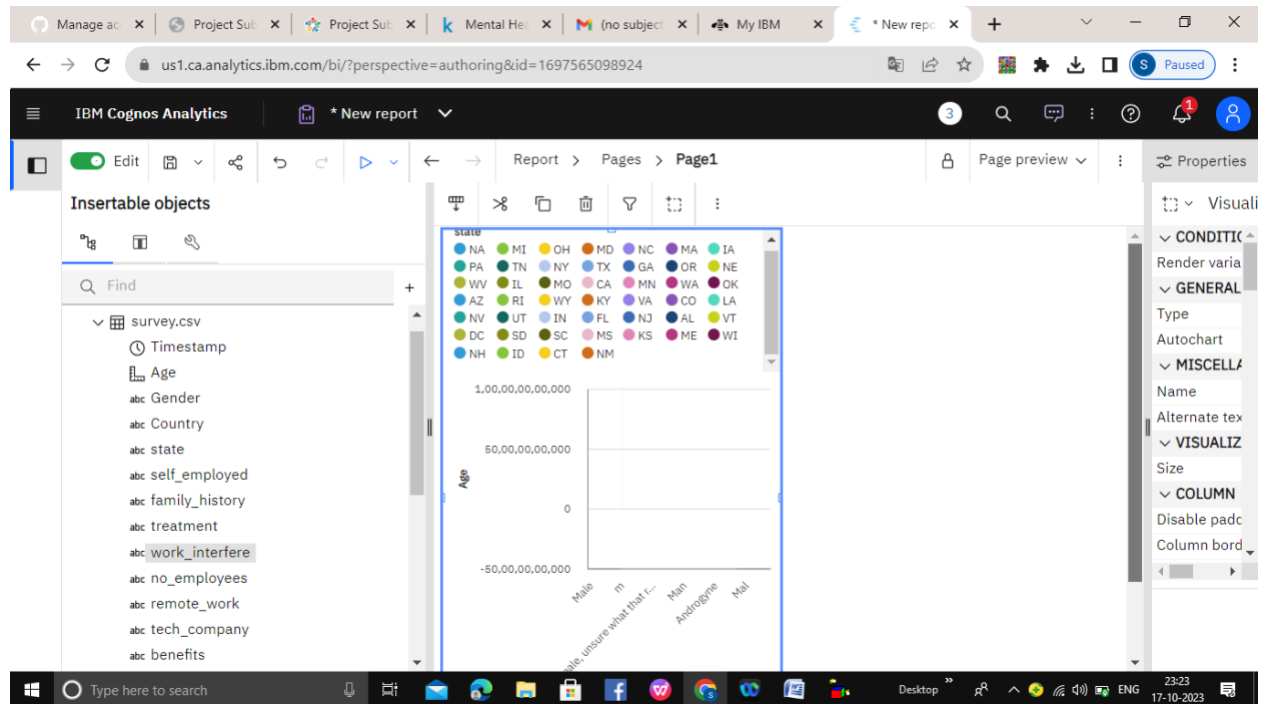
Based on your analysis, develop a public health awareness campaign strategy. Consider what actions or initiatives can be taken to address the insights gained from the data.

8. **\*\*Report and Presentation:\*\***

Present your findings and campaign strategy using IBM Cognos reports and visualizations. Ensure the information is clear and accessible.

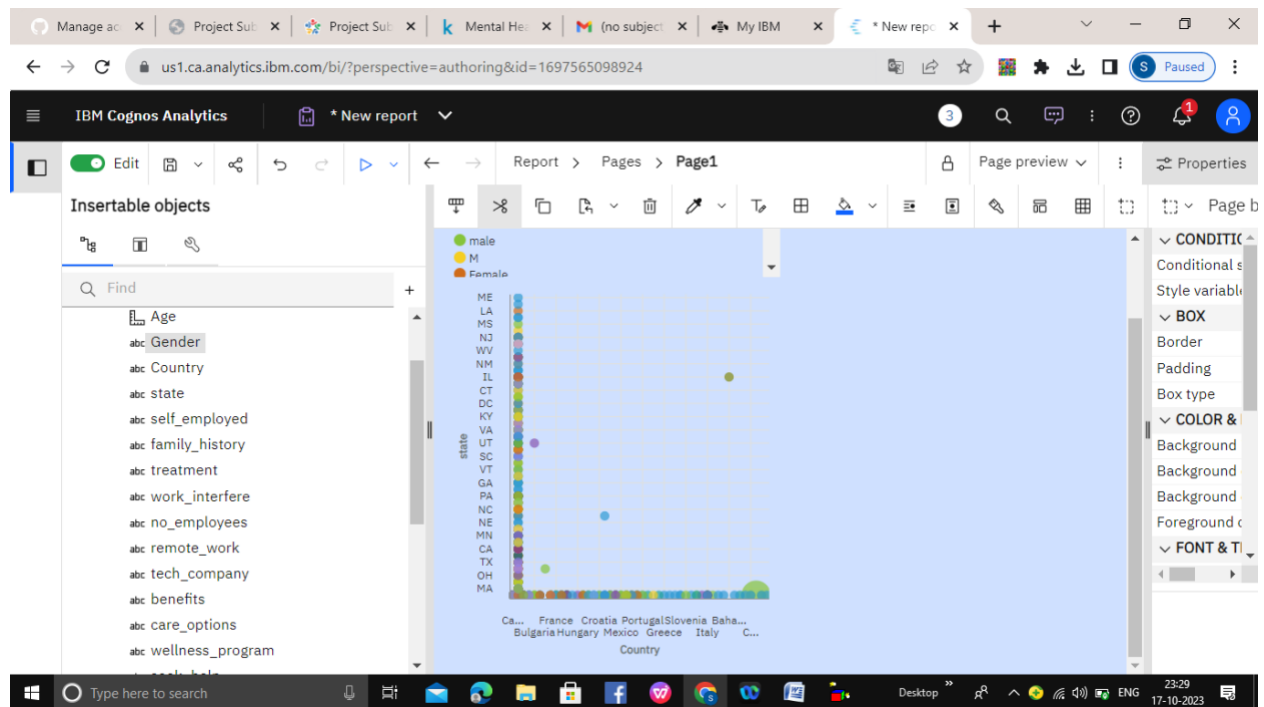
## BAR CHART:

A bar chart or bar graph is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a column chart.



## SCATTER PLATS:

A scatter plot is a type of plot or mathematical diagram using Cartesian coordinates to display values for typically two variables for a set of data. If the points are coded, one additional variable can be displayed.



## FLOATING BAR CHART:

Floating bar charts are charts with a single or multiple bars floating between a minimum and maximum value instead of being connected to the axis. It displays information as a range of data by plotting two Y-values (low and high) per data point.

