**IBM Cognos Public Health Awareness Campaign Analysis**

**Objectives:**

* Identify the most effective public health awareness campaigns in terms of reach and engagement.
* Determine the demographics of the audiences reached by each campaign.
* Analyze the impact of each campaign on public health awareness and knowledge.

**Data Collection:**

The following data sources can be used to collect campaign data:

* Social media data: This includes data from platforms such as Twitter, Facebook, and Instagram, such as the number of posts, likes, and shares for each campaign.
* Website traffic data: This includes data from the websites of public health organizations, such as the number of visits, page views, and bounce rates for each campaign.
* Survey data: This includes data from surveys conducted to assess public health awareness and knowledge before and after each campaign.

**Data Preprocessing and Cleaning:**

Once the data has been collected, it needs to be preprocessed and cleaned to ensure its quality and accuracy. This may involve the following steps:

* **Merging:** Combining data from different sources into a single dataset.
* **Cleaning:** Removing duplicate records, correcting errors, and filling in missing values.
* **Transforming:** Converting the data into a format that can be used by Cognos.

**Cognos Visualization:**

Once the data has been preprocessed and cleaned, it can be imported into Cognos for visualization. Cognos provides a variety of visualization tools, such as charts, graphs, and dashboards, that can be used to analyze the data and identify trends and patterns.

For example, the following visualizations could be used to analyze the public health awareness campaign data:

* A bar chart showing the number of social media posts, likes, and shares for each campaign.
* A line chart showing the website traffic for each campaign over time.
* A pie chart showing the demographics of the audiences reached by each campaign.
* A map showing the geographic distribution of the audiences reached by each campaign.
* A dashboard that provides an overview of all of the campaign data, including reach, engagement, and impact.

The Cognos visualizations can be used to identify the most effective public health awareness campaigns, determine the demographics of the audiences reached by each campaign, and analyze the impact of each campaign on public health awareness and knowledge.

## **Example**

The following is an example of how to use Cognos to analyze public health awareness campaign data:

1. Import the preprocessed and cleaned campaign data into Cognos.
2. Create a new report and add the following visualizations:
   * A bar chart showing the number of social media posts, likes, and shares for each campaign.
   * A line chart showing the website traffic for each campaign over time.
   * A pie chart showing the demographics of the audiences reached by each campaign.
3. Run the report and analyze the results.

The bar chart may show that some campaigns had a much higher number of social media posts, likes, and shares than others. This could be due to a variety of factors, such as the creativity of the campaign messaging, the use of popular hashtags, and the involvement of influencers.

The line chart may show that some campaigns had a sustained increase in website traffic, while others had a more temporary spike. This could indicate that some campaigns were more effective at engaging audiences over the long term.

The pie chart may show that certain demographics were more likely to be reached by certain campaigns. This information could be used to target future campaigns more effectively.

By analyzing the Cognos visualizations, it is possible to identify the most effective public health awareness campaigns, determine the demographics of the audiences reached by each campaign, and analyze the impact of each campaign on public health awareness and knowledge

## **Example:**

**Example Public Health Awareness Campaign Analysis**

**Objective:** Identify the most effective public health awareness campaigns in terms of reach and engagement.

**Data:** The following data is collected from social media platforms for two public health awareness campaigns:

|  |  |  |  |
| --- | --- | --- | --- |
| Campaign | Number of Posts | Number of Likes | Number of Shares |
| Campaign 1 | 1,000 | 10,000 | 5,000 |
| Campaign 2 | 500 | 5,000 | 2,500 |

**Cognos Visualization:**

A bar chart is created in Cognos to show the number of social media posts, likes, and shares for each campaign. The following results are obtained:

[Bar chart showing the number of social media posts, likes, and shares for each campaign]

**Analysis:**

The bar chart shows that Campaign 1 had more social media posts, likes, and shares than Campaign 2. This indicates that Campaign 1 had a greater reach and engagement than Campaign 2.

**Conclusion:**

Campaign 1 was the most effective public health awareness campaign in terms of reach and engagement.

This is a simple example of how Cognos can be used to analyze public health awareness campaign data. More complex analyses can be performed using different Cognos visualizations and by combining data from multiple sources.

Sudharsan.R

712521104046