

Public health awareness

Promoting public health awareness for data analytics simply means spreading the word about how using data and technology can improve healthcare. It involves educating people about how data is used to track diseases, make healthcare decisions, and ultimately enhance public well-being.

PROJECT OBJECTIVE

The objective of your project could be stated as: "Utilizing data analytics to promote public health awareness." This means you'll be using data analysis techniques to generate insights and information that can help raise awareness about public health issues.

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.

DATA SHARING PLATFORM:

Your project objective can be summarized as: "Leveraging data analytics on



a shared platform to enhance public health awareness." This means you'll be using data analytics on a platform where information is shared to effectively communicate and address public health issues.

