Analysis objective

- **Measuring Audience Reach:**

  Determine the total number of people exposed to the campaign.Calculate the campaign's penetration into various demographic segments (age, gender, location).Assess the distribution of reach across different communication channels (TV, social media, print, etc.).

- **Assessing Awareness Levels:**
  Measure the pre-campaign and post-campaign awareness levels among the target audience.Analyze awareness levels among different demographic groups.Evaluate the recall and recognition of key campaign messages and visuals

- **Evaluating Campaign Impact:**Quantify behavior changes related to the campaign's objectives (e.g., increased vaccination rates, healthier lifestyle choices).Track the engagement and interaction with campaign content (likes, shares, comments, clicks).Conduct surveys or interviews to gather qualitative data on the campaign's impact on attitudes and perceptions.
- **Monitoring Media Coverage:**Track media mentions and coverage related to the campaign.Assess the tone and sentiment of media coverage (positive, neutral, negative).Identify key influencers or opinion leaders discussing the campaign.
- **Budget and Resource Allocation:**Evaluate the cost-effectiveness of the campaign by comparing objectives achieved to the

resources invested.Identify areas where budget reallocation may be needed for better results.

- **Long-Term Effects:**Assess the sustainability of awareness levels and behavior change beyond the campaign's duration.Measure the impact of the campaign on long-term health outcomes

- **Comparative Analysis:**Compare the performance of the current campaign to previous campaigns or similar campaigns in other regions or sectors.Benchmark campaign performance against industry standards or best practices.

- **Feedback and Adaptation:**Collect feedback from the target audience through surveys or focus groups.Use feedback to make real-time adjustments to the campaign strategy for improved effectiveness.

Data collection

- **Website and Social Media Analytics:**
  Sources: Web analytics tools (e.g., Google Analytics) and social media insights provide data on website traffic, page views, bounce rates, likes, shares, comments, and more.Methods: Implement tracking codes, use social media analytics dashboards, and monitor user interactions.

- **Email Campaigns:**
  Sources: Email marketing platforms (e.g., MailChimp) offer data on open rates, click-through rates (CTR), and conversion rates.Methods: Use email tracking features and UTM parameters to track email campaign performance.

- **Audience Demographics:**
  Sources: Collect demographic data through user registrations, surveys, and social media insights.Methods: Create user profiles, conduct

surveys, and analyze social media audience insights

- **Awareness Surveys:**Sources: Conduct surveys using online survey tools (e.g., SurveyMonkey) or offline methods.Methods: Design surveys, distribute them to target audiences, and analyze responses to measure awareness and sentiment.
- **Online Advertising Platforms:**Sources: Ad platforms like Google Ads and Facebook Ads provide detailed campaign performance data.

Visualization strategies

- **Define Objectives:**Clearly outline the objectives of your dashboards and reports. What insights are you trying to convey? Who is the target audience?2.
- **Gather Data:**Collect and prepare the necessary data from various sources. Ensure data quality and consistency.

Code integration

- **Understand Business Needs:** Begin by understanding the specific business requirements and objectives that the dashboards and reports need to address. This will guide your visualization strategy.