PHASE 1: PROBLEM DEFINITION AND DESIGN THINKING

PROBLEM DEFINITION:

The project involves analyzing data from public health awareness campaigns to measure their effectiveness in reaching the target audience and increasing awareness. The objective is to provide insights that evaluate the impact of the campaigns and inform future strategies. This project includes defining analysis objectives, collecting campaign data, designing relevant visualizations in IBM Cognos, and using code for data analysis.

**Design Thinking:**

1. **Define Analysis Objectives**: Clearly outline the goals of your analysis. For instance, understanding campaign reach, assessing audience engagement, evaluating message effectiveness, or measuring behavior change.
2. **Collect Campaign Data:** Gather relevant data sources, such as campaign reach, engagement metrics (social media interactions, website visits), surveys, and any other data related to the campaign.
3. Clean and Prepare Data: Process the raw data to remove duplicates, handle missing values, and ensure consistency. Transform the data into a structured format suitable for analysis.
4. **Analyze Data:** Utilize programming languages like Python or R for statistical analysis and data visualization. Perform descriptive analysis to summarize key metrics, such as reach, engagement rates, and audience demographics. Conduct inferential analysis, hypothesis testing, or regression analysis to derive insights and draw conclusions.
5. **Design Visualizations in IBM Cognos**: Use IBM Cognos or any other visualization tool to create insightful graphs, charts, and dashboards based on your analysis. Present data visually to effectively communicate the findings, making it easier for stakeholders to comprehend the results.
6. **Measure Effectiveness**: Evaluate campaign effectiveness using relevant metrics, comparing actual outcomes with predefined goals. Consider metrics like reach, engagement, behavior change, and audience feedback.
7. **Draw Insights and Recommendations:** Based on the analysis and visualization, derive insights regarding the effectiveness of the campaign. Recommend strategies for future campaigns, suggesting areas for improvement and optimization.
8. **Documentation and Reporting**: Create a comprehensive report summarizing the analysis, methodology, results, and recommendations. Present findings to stakeholders in a clear and understandable manner.
9. **Iterate and Refine:** Gather feedback from stakeholders and iterate on your analysis methodology and visualization design for continuous improvement.

By following these steps and leveraging data analysis tools like Python or R for data analysis and IBM Cognos for visualization, you can effectively analyze public health awareness campaigns and provide valuable insights to enhance future strategies.