the sequence in which they are going to be done, and how people and other resources are to be allocated. Any schedule should take into account vacations and holidays.

You may have heard of the term "triple constraint," which traditionally consisted of only time, cost, and scope. These are the primary competing project constraints that you have to be most aware of. The triple constraint is illustrated in the form of a triangle to visualize the project work and see the relationship between the scope/quality, schedule/time, and cost/resource (Figure 2.2). In this triangle, each side represents one of the constraints (or related constraints) wherein any changes to any one side cause a change in the other sides. The best projects have a perfectly balanced triangle. Maintaining this balance is difficult because projects are prone to change. For example, if scope increases, cost and time may increase disproportionately. Alternatively, if the amount of money you have for your project decreases, you may be able to do as much, but your time may increase.

Your project may have additional constraints that you must face, and as the project manager, you have to balance the needs of these constraints against the needs of the stakeholders and your project goals. For instance, if your sponsor wants to add functionality to the original scope, you will very likely need more money to finish the project, or if they cut the budget, you will have to reduce the quality of your scope, and if you don't get the appropriate resources to work on your project tasks, you will have to extend your schedule because the resources you have take much longer to finish the work.

You get the idea; the constraints are all dependent on each other. Think of all of these constraints as the classic carnival game of Whac-a-mole (Figure 2.3). Each time you try to push one mole back in the hole, another one pops out. The best advice is to rely on your project team to keep these moles in place.

whac a mole machine

Here is an example of a project that cut quality because the project costs were fixed. The P-36

oil platform was the largest footing production platform in the world capable of processing 180,000 barrels of oil per day and 5.2 million cubic metres of gas per day. Located in the Roncador Field, Campos Basin, Brazil, the P-36 was operated by Petrobras.

Petrobras P-36 Sinking

The Petrobras P-36 oil platform sinking.

In March 2001, the P-36 was producing around 84,000 barrels of oil and 1.3 million cubic metres of gas per day when it became destabilized by two explosions and subsequently sank in 3,900 feet of water with 1,650 short tons of crude oil remaining on board, killing 11 people. The sinking is attributed to a complete failure in quality assurance, and pressure for increased production led to corners being cut on safety procedures. It is listed as one of the most expensive accidents with a price tag of $515,000,000.

The following quotes are from a Petrobras executive, citing the benefits of cutting quality assurance and inspection costs on the project.

"Petrobras has established new global benchmarks for the generation of exceptional share holder wealth through an aggressive and innovative program of cost cutting on its P36 production facility."

"Conventional constraints have been successfully challenged and replaced with new paradigms appropriate to the globalized corporate market place."

"Elimination of these unnecessary straitjackets has empowered the project's suppliers and contractors to propose highly economical solutions, with the win-win bonus of enhanced profitability margins for themselves."

"The P36 platform shows the shape of things to come in the unregulated global market economy of the 21st century."

The dynamic trade-offs between the project constraint values have been humorously and accurately described in Figure 2.5.

A sign. Image description available.

Good, Quick, Cheap: Choose two. A sign seen at an automotive repair shop. [Image Description]

Project Management Expertise

In order for you, as the project manager, to manage the competing project constraints and the project as a whole, there are some areas of expertise you should bring to the project team (Figure 2.11). They are knowledge of the application area and the standards and regulations in your industry, understanding of the project environment, general management knowledge and skills, and interpersonal skills. It should be noted that industry expertise is not in a certain field but the expertise to run the project. So while knowledge of the type of industry is important, you will have a project team supporting you in this endeavor. For example, if you are managing a project that is building an oil platform, you would not be expected to have a detailed understanding of the engineering since your team will have mechanical and civil engineers who will provide the appropriate expertise; however, it would definitely help if you understood this type of work.

Let's take a look at each of these areas in more detail.

Application knowledge

By standards, we mean guidelines or preferred approaches that are not necessarily mandatory. In contrast, when referring to regulations we mean mandatory rules that must be followed, such as government-imposed requirements through laws. It should go without saying that as a professional, you're required to follow all applicable laws and rules that apply to your industry, organization, or project. Every industry has standards and regulations. Knowing which ones affect your project before you begin work will not only help the project to unfold smoothly, but will also allow for effective risk analysis.

Areas of expertise: application knowledge, standards & regulations; understanding the project environment; management knowledge & skills; & interpersonal skills

Areas of expertise that a project manager should bring to the project team.

Some projects require specific skills in certain application areas. Application areas are made up of categories of projects that have common elements. They can be defined by industry group (pharmaceutical, financial, etc.), department (accounting, marketing, legal, etc.), technology (software development, engineering, etc), or management specialties (procurement, research and development, etc.). These application areas are usually concerned with disciplines, regulations, and the specific needs of the project, the customer, or the industry. For example, most government agencies have specific procurement rules that apply to their projects that wouldn't be applicable in the construction industry. The pharmaceutical industry is interested in regulations set forth by government regulators, whereas the automotive industry has little or no concern for either of these types of regulations. You need to stay up-to-date regarding your industry so that you can apply your knowledge effectively. Today's fast-paced advances can leave you behind fairly quickly if you don't stay abreast of current trends.

Having some level of experience in the application area you're working in will give you an advantage when it comes to project management. While you can call in experts who have the application area knowledge, it doesn't hurt for you to understand the specific aspects of the application areas of your project.

Understanding the Project Environment

There are many factors that need to be understood within your project environment At one level, you need to think in terms of the cultural and social environments (i.e., people, demographics, and education). The international and political environment is where you need to understand about different countries' cultural influences. Then we move to the physical environment; here we think about time zones. Think about different countries and how differently your project will be executed whether it is just in your country or if it involves an international project team that is distributed throughout the world in five different countries.

Consider the cultural, social, international, political, and physical environments of a project. The important factors to consider within the project environment.

Of all the factors, the physical ones are the easiest to understand, and it is the cultural and international factors that are often misunderstood or ignored. How we deal with clients, customers, or project members from other countries can be critical to the success of the project. For example, the culture of the United States values accomplishments and individualism.

Americans tend to be informal and call each other by first names, even if having just met. Europeans tend to be more formal, using surnames instead of first names in a business setting, even if they know each other well. In addition, their communication style is more formal than in the United States, and while they tend to value individualism, they also value history, hierarchy, and loyalty. The Japanese, on the other hand, tend to communicate indirectly and consider themselves part of a group, not as individuals. The Japanese value hard work and success, as most of us do.

How a product is received can be very dependent on the international cultural differences. For example, in the 1990s, when many large American and European telecommunications companies were cultivating new markets in Asia, their customer's cultural differences often produced unexpected situations. Western companies planned their telephone systems to work the same way in Asia as they did in Europe and the United States. But the protocol of conversation was different. Call-waiting, a popular feature in the West, is considered impolite in some parts of Asia. This cultural blunder could have been avoided had the team captured the project environment requirements and involved the customer.

It is often the simplest things that can cause trouble since, unsurprisingly, in different countries, people do things differently. One of the most notorious examples of this is also one of the most simple: date formats. What day and month is 2/8/2009? Of course it depends where you come from; in North America it is February 8th while in Europe (and much of the rest of the world) it is 2nd August. Clearly, when schedules and deadlines are being defined it is important that everyone is clear on the format used.

The diversity of practices and cultures and its impact on products in general and on software in particular goes well beyond the date issue. You may be managing a project to create a new website for a company that sells products worldwide. There are language and presentation style issues to take into consideration; converting the site into different languages isn't enough. It is obvious that you need to ensure the translation is correct; however, the presentation layer will have its own set of requirements for different cultures. The left side of a website may be the first focus of attention for a Canadian; the right side would be the initial focus for anyone from the Middle East, as both Arabic and Hebrew are written from right to left. Colors also have different meanings in different cultures. White, which is a sign of purity in North America (e.g., a bride's wedding dress), and thus would be a favoured background colour in North America, signifies death in Japan (e.g., a burial shroud). Table 2.1 summarizes different meanings of common colours.

The meaning of colours in various cultures.

Colour United States China Japan Egypt France

Red Danger, stop Happiness Anger, danger Death Aristocracy

Blue Sadness, melancholy Heavens, clouds VillainyVirtue, faith, truth Freedom, peace

Green Novice, apprentice Ming dynasty, heavens Future, youth, energy Fertility, strength Criminality

Yellow Cowardice Birth, wealth Grace, nobility Happiness, prosperity Temporary

White Purity Death, purity Death Joy Neutrality

Project managers in multicultural projects must appreciate the culture dimensions and try to learn relevant customs, courtesies, and business protocols before taking responsibility for managing an international project. A project manager must take into consideration these various cultural influences and how they may affect the project's completion, schedule, scope, and cost.

Management Knowledge and Skills

As the project manager, you have to rely on your project management knowledge and your general manage ment skills. Here, we are thinking of items like your ability to plan the project, execute it properly, and of course control it and bring it to a successful conclusion, along with your ability to guide the project team to achieve project objectives and balance project constraints.

There is more to project management than just getting the work done. Inherent in the process of project management are the general management skills that allow the project manager to complete the project with some level of efficiency and control. In some respects, managing a project is similar to running a business: there are risk and rewards, finance and accounting activities, human resource issues, time management, stress management, and a purpose for the project to exist. General management skills are needed in every project.

Interpersonal Skills

Last but not least you also have to bring the ability into the project to manage personal relationships and deal with personnel issues as they arise. Here were talking about your interpersonal skills as shown in Figure 2.8.

Communication

Project managers spend 90% of their time communicating. Therefore they must be good communicators, promoting clear, unambiguous exchange of information. As a project manager, it is your job to keep a number of people well informed. It is essential that your project staff know what is expected of them: what they have to do, when they have to do it, and what budget and time constraints and quality specifications they are working toward. If project staff members do not know what their tasks are, or how to accomplish them, then the entire project will grind to a halt. If you do not know what the project staff is (or often is not) doing, then you will be unable to monitor project progress. Finally, if you are uncertain of what the customer expects of you, then the project will not even get off the ground. Project communication can thus be summed up as knowing "who needs what information and when" and making sure they have it.

Interpersonal skills include communication, influence, leadership, motivation, negotiation, and problem solving

Interpersonal skills required of a project manager.

All projects require sound communication plans, but not all projects will have the same types of commu nication or the same methods for distributing the information. For example, will information be distributed via mail or email, is there a shared website, or are face-to-face meetings required? The communication management plan documents how the communication needs of the stakeholders will be met, including the types of information that will be communicated, who will communicate them, and who will receive them; the methods used to communicate; the timing and frequency of communication; the method for updating the plan as the project progresses, including the escalation process; and a glossary of common terms.

Influence

Project management is about getting things done. Every organization is different in its policies, modes of operations, and underlying culture. There are political alliances, differing motivations, conflicting interests, and power struggles. A project manager must understand all of the unspoken influences at work within an organization.

Leadership

Leadership is the ability to motivate and inspire individuals to work toward expected results.

Leaders inspire vision and rally people around common goals. A good project manager can motivate and inspire the project team to see the vision and value of the project. The project manager as a leader can inspire the project team to find a solution to overcome perceived obstacles to get the work done.

Motivation

Motivation helps people work more efficiently and produce better results. Motivation is a constant process that the project manager must guide to help the team move toward completion with passion and a profound reason to complete the work. Motivating the team is accomplished by using a variety of team-building techniques and exercises. Team building is simply getting a diverse group of people to work together in the most efficient and effective manner possible. This may involve management events as well as individual actions designed to improve team performance.

Recognition and rewards are an important part of team motivations. They are formal ways of recognizing and promoting desirable behaviour and are most effective when carried out by the management team and the project manager. Consider individual preferences and cultural differences when using rewards and recognition. Some people don't like to be recognized in front of a group; others thrive on it.

Negotiation

Project managers must negotiate for the good of the project. In any project, the project manager, the project sponsor, and the project team will have to negotiate with stakeholders, vendors, and customers to reach a level of agreement acceptable to all parties involved in the negotiation process.

Problem Solving

Problem solving is the ability to understand the heart of a problem, look for a viable solution, and then make a decision to implement that solution. The starting point for problem solving is problem definition. Problem definition is the ability to understand the cause and effect of the problem; this centres on root-cause analysis. If a project manager treats only the symptoms of a problem rather than its cause, the symptoms will perpetuate and continue through the project life. Even worse, treating a symptom may result in a greater problem. For example, increasing the ampere rating of a fuse in your car because the old one keeps blowing does not solve the problem of an electrical short that could result in a fire. Root-cause analysis looks beyond the immediate symptoms to the cause of the symptoms, which then affords opportunities for solutions. Once the root of a problem has been identified, a decision must be made to effectively address the problem.

Solutions can be presented from vendors, the project team, the project manager, or various stakeholders. A viable solution focuses on more than just the problem; it looks at the cause and effect of the solution itself. In addition, a timely decision is needed or the window of opportunity may pass and then a new decision will be needed to address the problem. As in most cases, the worst thing you can do is nothing.

All of these interpersonal skills will be used in all areas of project management. Start practicing now because it's guaranteed that you'll need these skills on your next project.

**Designing a public health awareness campaign using Cognos involves leveraging its data analytics and reporting capabilities. Here's a step-by-step approach:**

# \*\*Define Objectives and Target Audience:\*\*

**Identify the specific health issue or topic for your campaign and define your target audience.**

# \*\*Data Collection and Analysis:\*\*

**Use Cognos to gather and analyze relevant health data to understand the extent and impact of the chosen health issue.**

# \*\*Create Visualizations:\*\*

**Utilize Cognos' visualization tools to design graphs, charts, and infographics that effectively communicate the analyzed data to a broader audience.**

# \*\*Craft Key Messages:\*\*

**Develop clear and concise messages based on the data insights to raise awareness about the health issue and encourage action.**

# \*\*Integrate Multimedia:\*\*

**Incorporate multimedia elements like images and videos using Cognos to enhance engagement and convey your messages effectively.**

# \*\*Choose Channels and Platforms:\*\*

**Decide where to disseminate your campaign—social media, websites, public spaces—and tailor your content accordingly.**

# \*\*Monitor and Adjust:\*\*

**Use Cognos to monitor the campaign's performance and make data-driven adjustments to ensure it's reaching and resonating with your target audience.**

***Remember to continuously analyze data throughout the campaign to refine strategies and maximize its impact.***

|  |
| --- |
| **Phase: 03**  **Public Health Awareness Campaign**    import pandas as pd import numpy as np  import matplotlib.pyplot as plt import seaborn as sns  import geopandas as gpd      #data cleansing  data = pd.read\_csv('survey.CSV') data = data.drop\_duplicates()  data['AgeID'] = data['GenderID'].int('desired\_data\_type') data = data[(data['CountryName'] >= lower\_threshold) &  (data['NumberOfDays'] <= upper\_threshold)]  from sklearn.preprocessing import StandardScaler, MinMaxScaler scaler = StandardScaler()  data['CountryID'] = scaler.fit\_transform(data[['AgeID']]) data['Family\_History'] = data['NumberOfDays'].str.strip() data['CountryName'] = data['CountryName'].str.upper() data.to\_csv('cleaned\_survey.CSV', index=False)    #data visualization  AgeID = [55,28,12,57,89]  Country ID = ['US','CANADA','FRANCE', 'RUSSIA', 'SWITZERLAND'] plt.plot(AgeID, Country ID) |

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| plt.AgeIDlabel("AgeID") plt.CountryIDlabel("Country ID") plt.show()  #geospatial analysis  gdf = gpd.read\_file('survey.CSV') print(gdf.head()) print(gdf.crs) gdf.plot()  plt.title('Geospatial Data Visualization') plt.show()    #data mining  from sklearn.datasets import load\_iris  from sklearn.model\_selection import train\_test\_split from sklearn.tree import DecisionTreeClassifier from sklearn.metrics import accuracy\_score data = load\_iris()  AgeID = data.data  CountryID = data.target  AgeID\_2014, AgeID\_test, CountryID\_Canada, CountryID\_test = india\_test\_split(AgeID, countryID , test\_size=0.3, random\_state=42) classifier = DecisionTreeClassifier()  classifier.fit(AgeID\_2014, Country ID\_Canada) Country ID \_pred = classifier.predict(AgeID\_test)  accuracy = accuracy\_score(Country ID\_test, Country ID\_pred) print("Accuracy:", accuracy) |

**TECHNOLOGY NAME: *Data Analysis with Cognos***

**PROJECT: *Public Health Awareness Campaign Analysis***

**PHASE NUMBER:4**

**INTRODUCTION:**

*In this phase we will continue building our project.*

* *Continue building the analysis by creating visualizations using IBM Cognos and integrating code for data analysis.*
* *Design dashboards and reports in IBM Cognos to visualize campaign reach, awareness levels, and impact metrics.*
* *Use code Python to perform advanced data analysis, such as calculating engagement rates, conducting demographic analysis, or running statistical tests.*

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| **CODE:**    import pandas as pd import numpy as np  import matplotlib.pyplot as plt import seaborn as sns import os  os.listdir("/kaggle/input/")  df = pd.read\_csv("/kaggle/input/mental-health-in-tech-survey/survey.csv") df.shape df.info() df.isna().sum()  self\_employed\_percent =  (df["self\_employed"].isnull().sum()/len(df["self\_employed"]))\*100 work\_interfere\_percent =  (df["work\_interfere"].isnull().sum()/len(df["work\_interfere"]))\*100    print(f"The percentage of missing values in self\_employed column is  **{**round(self\_employed\_percent, 2)**}**%")  print(f"The percentage of missing values in work\_interfere column is  **{**round(work\_interfere\_percent, 2)**}**%")  df["self\_employed"] = df["self\_employed"].fillna(df["self\_employed"].mode()[0])    df["work\_interfere"] =  df["work\_interfere"].fillna(df["work\_interfere"].mode()[0]) df.drop(["state", "comments"], axis=1, inplace=True) df.isna().sum() df.columns  plt.figure(figsize=(17,5))  ax = sns.countplot(x='Country', data=df)    ax.set\_xticklabels( ax.get\_xticklabels(), rotation=45,  horizontalalignment='right' for p **in** ax.patches: |

ax.annotate(p.get\_height(), (p.get\_x()+0.25, p.get\_height()+0.01), ha='center')

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| min\_age = df["Age"].min() max\_age = df["Age"].max() mean\_age = df["Age"].mean() median\_age = df["Age"].median()  print(f"Min: **{**min\_age**}**, **\n**Max: **{**max\_age**}**, **\n**Mean: **{**mean\_age**}**, **\n**Median:  **{**median\_age**}**") df["Age"].unique()  negative\_age = (df["Age"]<0).sum() over\_age = (df["Age"]>80).sum()  print(f"Number of negative age entries: **{**negative\_age**}\n**Number of overage:  **{**over\_age**}**")  df.loc[df.Age<0, ["Age"]] = df["Age"].median() df.loc[df.Age>80, ["Age"]] = df["Age"].median() df["Age"].unique()  df.loc[df.Age<18, ["Age"]] = df["Age"].median() df["Age"].hist() |

|  |
| --- |
| import statistics    variance\_age = df["Age"].var()  standard\_dev\_age = statistics.stdev(df["Age"])    print(f"Mean: **{**round(mean\_age, 2)**}**" f"**\n**Variance: **{**round(variance\_age, 2)**}**"  f"**\n**Standard Deviation: **{**round(standard\_dev\_age, 2)**}**") |

sns.set\_style("whitegrid") plt.figure(figsize = (8,5))

plt.title('Get Treatment of Survey Respondents', fontsize=12, fontweight='bold')

*#eda\_percentage = df['treatment'].value\_counts(normalize =*

*True).rename\_axis('treatment').reset\_index(name = 'Percentage')*

ax = sns.barplot(x = 'treatment', y = 'Percentage', data = s4.head(10), palette='Purples') for p **in** ax.patches:

width = p.get\_width() height = p.get\_height() x, y = p.get\_xy()

ax.annotate(f'**{**height**:**.0%**}**', (x + width/2, y + height\*1.02), ha='center', fontweight='bold')

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| def show\_shap(col, shap\_values=shap\_values, label=main\_label, X\_test=X\_test, ylabel='SHAP value'): df\_infl = X\_test.copy()  df\_infl['shap\_'] = shap\_values[:,df\_infl.columns.tolist().index(col)] gain = round(df\_infl.groupby(col).mean()['shap\_'],4) gain\_std = round(df\_infl.groupby(col).std()['shap\_'],4)  cnt = df\_infl.groupby(col).count()['shap\_'] dd\_dict = {'col': list(gain.index), 'gain': list(gain.values), 'gain\_std': list(gain\_std.values), 'count': cnt}  df\_res = pd.DataFrame.from\_dict(dd\_dict).sort\_values('gain', ascending=False).set\_index('col') plt.figure(figsize=(9,6))  plt.errorbar(df\_res.index, df\_res['gain'], yerr=df\_res['gain\_std'], fmt="o", color="r")  plt.title(f'SHAP values for column **{**col**}**, label **{**label**}**') plt.ylabel(ylabel)  plt.tick\_params(axis="x", rotation=90) plt.show(); print(df\_res) return  for col **in** X\_test.columns: print() print(col) print()  show\_shap(col, shap\_values, label=main\_label, X\_test=X\_test)    output:    ['mental-health-in-tech-survey'] |

(1259, 27)

<class 'pandas.core.frame.DataFrame'> RangeIndex: 1259 entries, 0 to 1258

Data columns (total 27 columns):

# Column Non-Null Count Dtype

--- ------ -------------- -----

1. Timestamp 1259 non-null object
2. Age 1259 non-null int64
3. Gender 1259 non-null object
4. Country 1259 non-null object
5. state 744 non-null object
6. self\_employed 1241 non-null object
7. family\_history 1259 non-null object
8. treatment 1259 non-null object
9. work\_interfere 995 non-null object
10. no\_employees 1259 non-null object
11. remote\_work 1259 non-null object
12. tech\_company 1259 non-null object
13. benefits 1259 non-null object
14. care\_options 1259 non-null object 14 wellness\_program 1259 non-null object
15. seek\_help 1259 non-null object
16. anonymity 1259 non-null object
17. leave 1259 non-null object
18. mental\_health\_consequence 1259 non-null object
19. phys\_health\_consequence 1259 non-null object
20. coworkers 1259 non-null object
21. supervisor 1259 non-null object
22. mental\_health\_interview 1259 non-null object
23. phys\_health\_interview 1259 non-null object
24. mental\_vs\_physical 1259 non-null object
25. obs\_consequence 1259 non-null object
26. comments 164 non-null object

|  |
| --- |
|  |

Timestamp 0

Age 0

Gender 0 Country 0 state 515 self\_employed 18 family\_history 0 treatment 0 work\_interfere 264 no\_employees 0 remote\_work 0 tech\_company 0 benefits 0 care\_options 0 wellness\_program 0 seek\_help 0 anonymity 0 leave 0 mental\_health\_consequence 0 phys\_health\_consequence 0 coworkers 0 supervisor 0 mental\_health\_interview 0 phys\_health\_interview 0 mental\_vs\_physical 0 obs\_consequence 0

The percentage of missing values in self\_employed column is 1.43%

The percentage of missing values in work\_interfere column is 20.97%

Timestamp 0

Age 0

Gender 0 Country 0 self\_employed 0 family\_history 0 treatment 0 work\_interfere 0 no\_employees 0 remote\_work 0 tech\_company 0 benefits 0 care\_options 0 wellness\_program 0 seek\_help 0 anonymity 0 leave 0 mental\_health\_consequence 0 phys\_health\_consequence 0 coworkers 0 supervisor 0 mental\_health\_interview 0 phys\_health\_interview 0 mental\_vs\_physical 0

Index(['Timestamp', 'Age', 'Gender', 'Country', 'self\_employed',

'family\_history', 'treatment', 'work\_interfere', 'no\_employees',

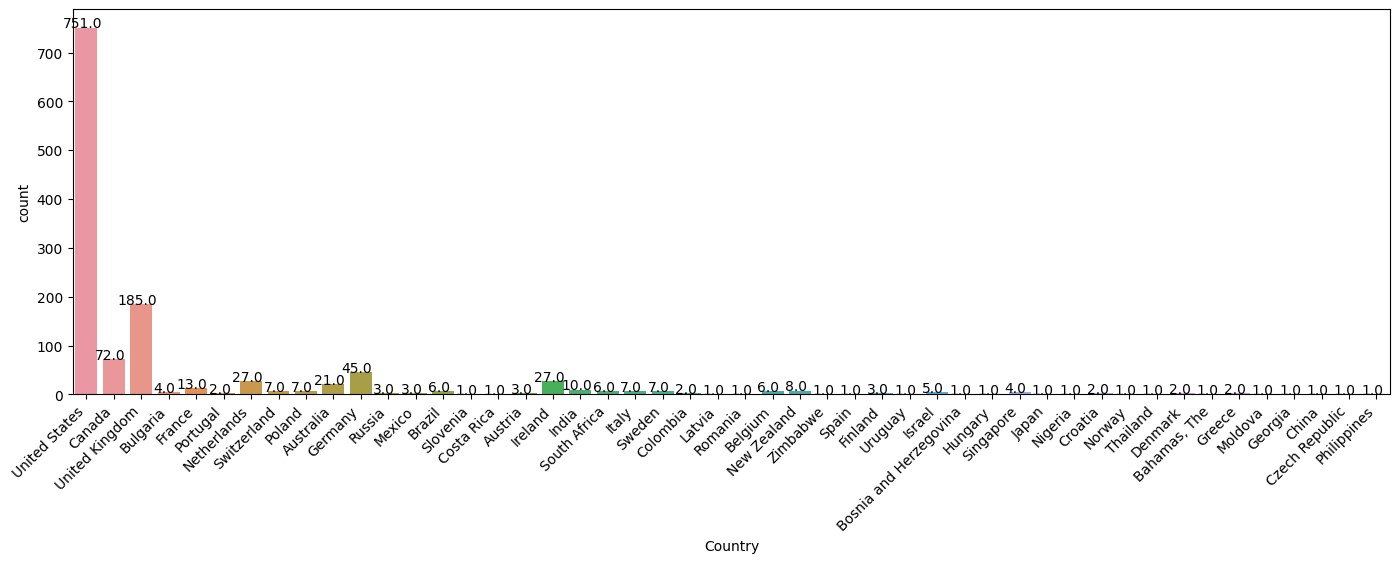
'remote\_work', 'tech\_company', 'benefits', 'care\_options',

'wellness\_program', 'seek\_help', 'anonymity', 'leave',

'mental\_health\_consequence', 'phys\_health\_consequence', 'coworkers',

'supervisor', 'mental\_health\_interview', 'phys\_health\_interview',

'mental\_vs\_physical', 'obs\_consequence'], dtype='object')



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|  |

Min: -1726,

Max: 99999999999,

Mean: 79428148.31135821,

Median: 31.0

array([ 37, 44, 32, 31, 33, 35, 39, 42, 23, 29,

36, 27, 46, 41, 34,

30, 40, 38, 50, 24,

18, 28, 26, 22, 19,

25, 45, 21, -29, 43,

56, 60, 54, 329, 55,

99999999999, 48, 20, 57, 58,

47, 62, 51, 65, 49,

-1726, 5, 53, 61, 8, 11, -1, 72])

