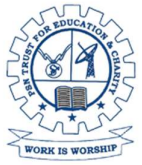

PSN INSTITUTE OF TECHNOLOGY & SCIENCE

Approved by AICTE & Affiliated to ANNA Universtiy, Recognized by UGC Under Section 2(f),
NCC 5(TN), Battalion, Melathediyoor, Palayamkottai, Tirunelveli - 627 152.

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

TEAM MEMBERS:-

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Public Health Awareness

Load the CSV File:

You'll need to import the CSV file into a data analysis environment. Popular options include Python with libraries like Pandas, R, or software like Excel or Google Sheets.

Calculate Engagement Rates:

To calculate engagement rates, you need to define what you mean by "engagement" in the context of your data. Engagement can vary from platform to platform. For social media, it might include likes, comments, and shares. For a website, it could be page views, clicks, or time spent. Once you define it, you can calculate engagement rates using the following formula:

Engagement Rate (%) = (Engagements / Reach or Impressions) * 100

Conduct Demographic Analysis:

To analyze demographics, you'll need to have demographic data in your CSV file. This might include information like age, gender, location, etc. You can use tools like Pandas in Python or Excel to group and aggregate data by these demographic attributes, allowing you to see patterns and trends.

Run Statistical Tests:

If you want to run statistical tests, you'll first need to define what you're testing and what hypotheses you want to test. Common statistical tests include t-tests, chi-squared tests, and regression analysis. The choice of test depends on the type of data and the research questions you want to answer.

- For instance, if you want to compare engagement rates between two groups (e.g., male and female users), you might use a chi-squared test or a t-test, depending on the nature of your data.

- If you want to analyze relationships between variables (e.g., age and engagement), you might use regression analysis.

Visualize the Data:

Creating visualizations, such as bar charts, histograms, scatter plots, or heatmaps, can be very helpful in understanding and presenting your analysis.

If you have a specific CSV file and analysis you'd like help with, please provide more details, and I can offer more precise guidance. Additionally, if you're using a specific tool or programming language, let me know, and I can provide code examples or instructions for that environment.

CODE:-

```
import pandas as pd

from scipy.stats import ttest_ind, chi2_contingency


# Step 1: Load the CSV File

data = pd.read_csv("survey.csv")  # Replace with your CSV file path


# Step 2: Calculate Engagement Rates

# Define your engagement metric and the denominator (reach/impressions)

engagement_metric = "engagements"

denominator_metric = "reach"

data['Engagement Rate (%)'] = (data[engagement_metric] / data[denominator_metric]) * 100


# Step 3: Conduct Demographic Analysis

# Group data by demographic attributes (e.g., age, gender)

demographic_groups = data.groupby(['age', 'gender']).agg({'engagements': 'sum', 'reach': 'sum'})

# You can add more demographic attributes to the groupby as needed

demographic_groups['Engagement Rate (%)'] = (demographic_groups['engagements'] /
demographic_groups['reach']) * 100


# Step 4: Run Statistical Tests

# Example of running a t-test to compare two groups (e.g., male and female users)

group1 = data[data['gender'] == 'Male']['engagements']

group2 = data[data['gender'] == 'Female']['engagements']

t_stat, p_value = ttest_ind(group1, group2)


# Example of running a chi-squared test for independence (e.g., age and gender)

crosstab = pd.crosstab(data['age'], data['gender'])

chi2, p_chi2, _, _ = chi2_contingency(crosstab)
```

```
# Step 5: Visualize the Data
# You can use libraries like Matplotlib or Seaborn to create visualizations

# Print or save your results
print("Engagement Rates:")
print(data[['age', 'gender', 'Engagement Rate (%)']])
print("\nT-Test p-value:", p_value)
print("\nChi-Squared Test p-value:", p_chi2)
```

CREAT A DASHBORD IN IBM:-

Data Preparation:

Ensure you have the necessary data in a suitable format for use in IBM Cognos. This may involve data cleaning, transformation, and consolidation. Your data should include information on campaign reach, awareness levels, and impact metrics, with appropriate date and campaign identifiers.

Data Connection

In IBM Cognos, connect to your data source. Cognos supports a wide range of data sources, including databases, spreadsheets, and web services. Create data connections to your data source to access your campaign data.

Create Data Modules:

Define data modules within Cognos to organize and prepare your data for reporting. Data modules allow you to combine data from multiple sources, join tables, and apply calculations. Ensure that you create modules that align with your campaign data structure.

Build Queries:

Construct data queries within Cognos to extract the specific information needed for your reports. These queries can include filters, calculations, and aggregations to extract the relevant campaign reach, awareness, and impact metrics.

Design Dashboards and Reports:

Design your dashboards and reports within Cognos to visualize the campaign data. Here's how you can structure them:

a. Dashboard Creation:

- Create a new dashboard in Cognos.

- Add widgets: Choose the type of widgets (charts, tables, text, etc.) that best represent your campaign data. Common choices might include line charts, bar charts, pie charts, and data tables.

- Arrange widgets: Place the widgets on the dashboard canvas and organize them for a clear and logical presentation.

b. Report Creation:

- Create individual reports for campaign reach, awareness levels, and impact metrics.

- Customize each report by adding the relevant charts and tables.

- Apply filters and parameters to allow users to interact with and customize the report data.

Data Visualization:

Utilize a variety of chart types to visualize the data effectively. For example:

- Line charts can show trends over time.

- Bar charts can compare different campaigns or channels.

- Pie charts can display the distribution of awareness levels.

- Tables can provide detailed metrics and raw data.

Interactivity:

Enhance your reports and dashboards with interactivity. Use parameters, prompts, and filters to allow users to focus on specific campaigns, time periods, or metrics.

Scheduled Reports:

Configure Cognos to automatically generate and distribute reports on a schedule. This ensures that stakeholders receive up-to-date campaign information.

Security and Access Control:

Set up user roles and permissions to control who can access and modify reports and dashboards.

Testing and Validation:

Thoroughly test your dashboards and reports to ensure they accurately represent your campaign data and that all interactivity functions as expected.

Publish and Share:

Publish your dashboards and reports for easy access. Stakeholders can view them through the Cognos web portal or export them in different formats (e.g., PDF, Excel) for offline use.

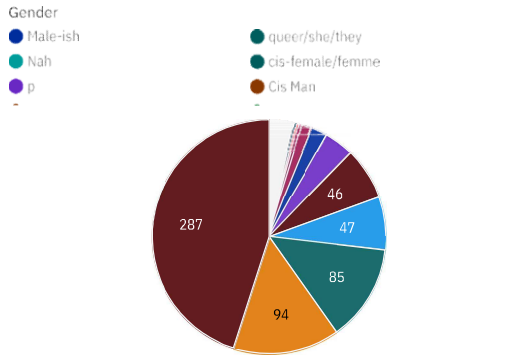
Training and Documentation:

Provide training and documentation for users to effectively navigate and utilize the reports and dashboards.

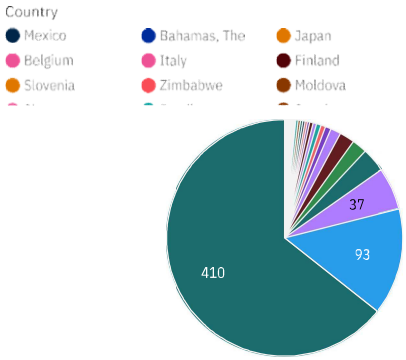
Remember that the specific steps may vary depending on the version of IBM Cognos you are using, and the exact implementation details should align with your campaign data and reporting requirements. IBM Cognos documentation and training resources are valuable references to help you create and customize your dashboards and reports effectively.

Tab 1

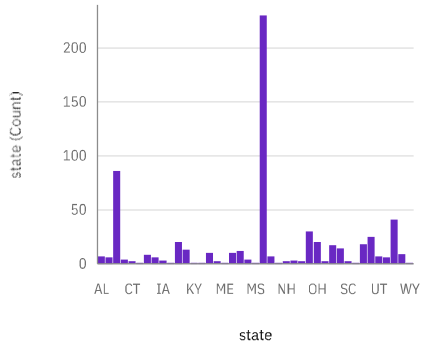
Gender by Gender



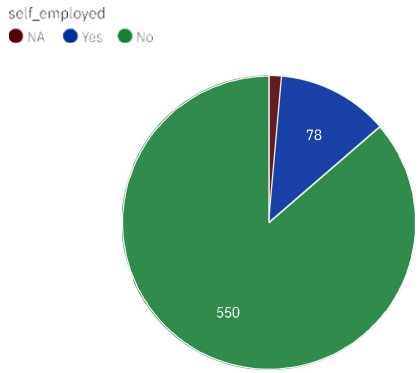
1 Country by Country



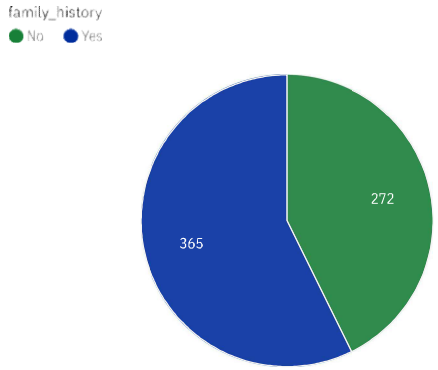
2 state by state 3



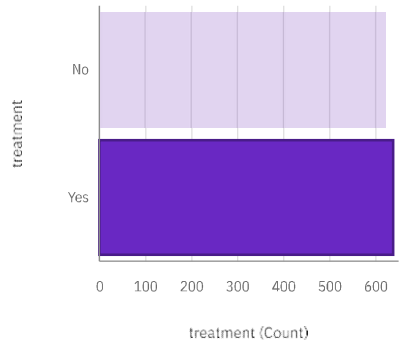
self_employed by self_employed 4



family_history by family_history 5

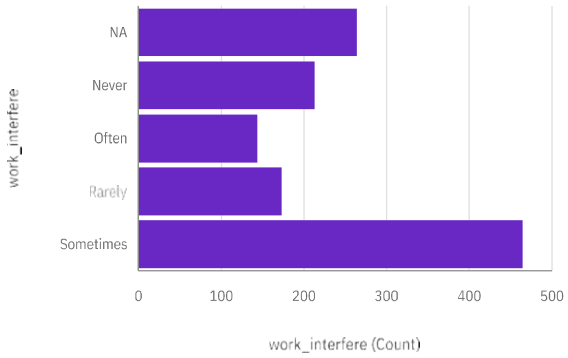


treatment by treatment 6

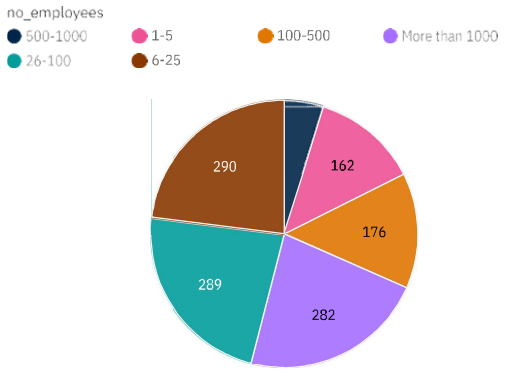


Tab 3

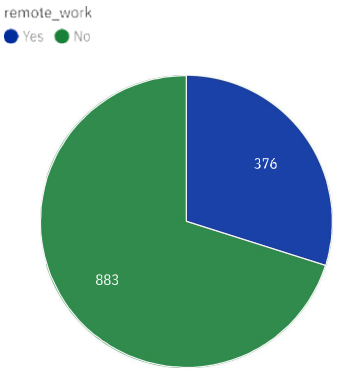
work_interfere by work_interfere 7



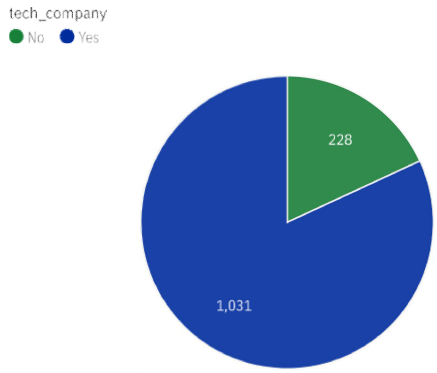
no_employees by no_employees 8



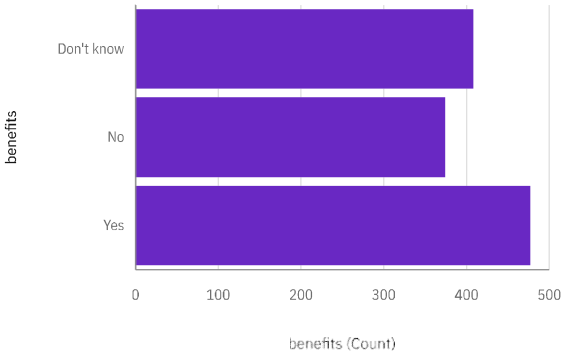
remote_work by remote_work 9



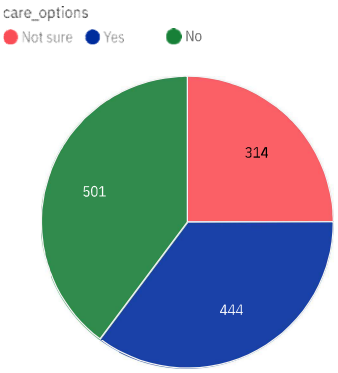
tech_company by tech_company 10



benefits by benefits 11

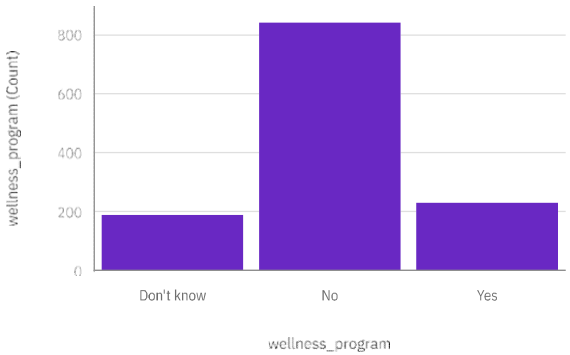


care_options by care_options 12



13

wellness_program by wellness_program



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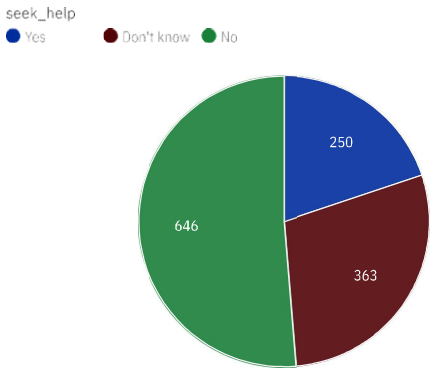
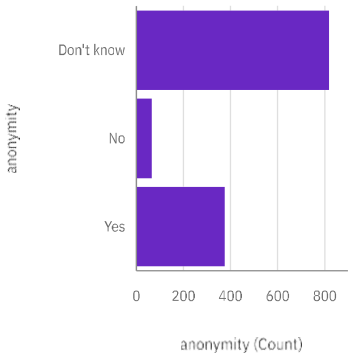
seek_help by seek_help



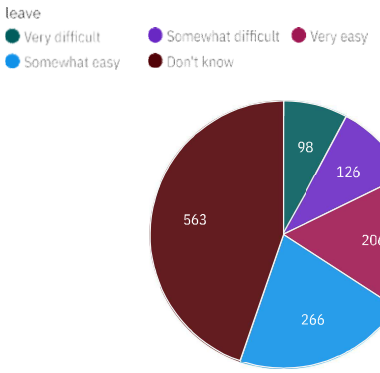
15

anonymity by anonymity



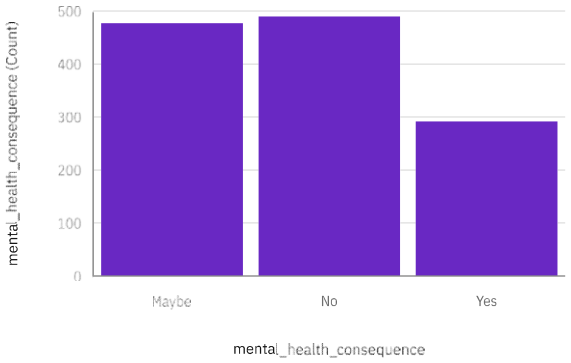
16

leave by leave



17

mental_health_consequence by mental_health_consequence



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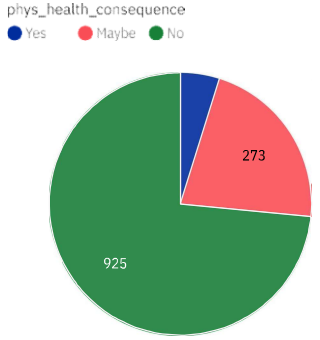
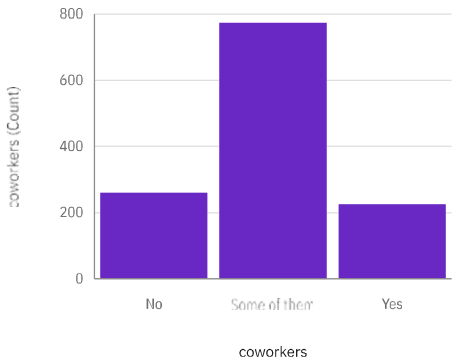
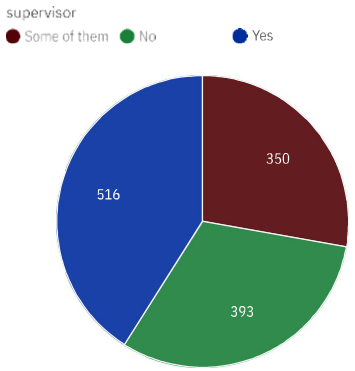
phys_health_consequence by phys_health_consequence



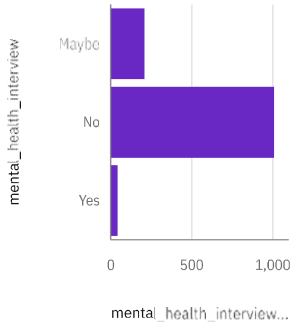
coworkers by coworkers 19



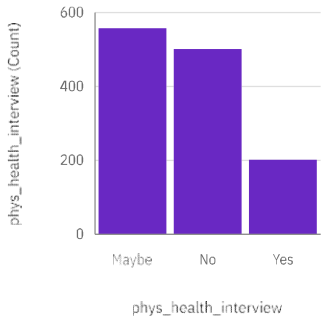
supervisor by supervisor 20



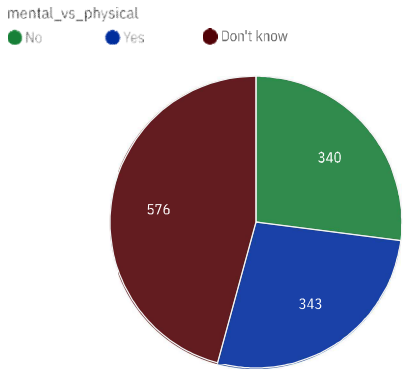
mental_health_interview by mental_health_interview 21



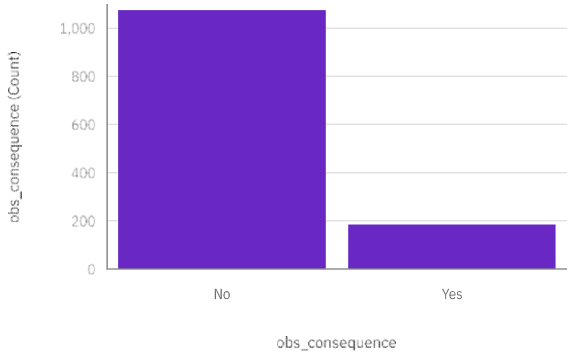
phys_health_interview by phys_health_interview 22



mental_vs_physical by mental_vs_physical 23



obs_consequence by obs_consequence 24



Filter(s) applied to the visualization(s):

Widget 1
Gender Includes: A little about you, Agender, All, Androgyne, Cis Female, Cis Male, Cis Man, Enby, F, Femake, Female, Female (cis), Female (trans), Genderqueer, Guy (-ish) ^_^, M, Mail, Make, Mal, Male, Male (CIS), Male-ish, Malr, Man, Nah, Neuter, Trans woman, Trans-female, Woman, cis male, cis-female/femme, f, femail, female, fluid, m, maile, male, male leaning androgynous, msle, non-binary, ostensibly male, unsure what that really means, p, queer, queer/she/they, something kinda male?, woman
treatment Includes: Yes

Widget 2
Country Includes: Australia, Austria, Bahamas, The, Belgium, Bosnia and Herzegovina, Brazil, Bulgaria, China, Canada, Colombia, Costa Rica, Croatia, Czech Republic, Denmark, Finland, France, Georgia, Germany, Greece, Hungary, India, Ireland, Israel, Italy, Japan, Latvia, Mexico, Moldova, Netherlands, New Zealand, Nigeria, Norway, Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovenia, South Africa, Spain, Sweden, Switzerland, Thailand, United Kingdom, Uruguay, Zimbabwe, United States
treatment Includes: Yes

Widget 3
state Includes: AL, AZ, CA, CO, CT, DC, FL, GA, IA, ID, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, NA, NC, NE, NH, NJ, NM, NV, NY, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, VT, WA, WI, WV, WY
treatment Includes: Yes

Widget 4
self_employed Includes: NA, No, Yes
treatment Includes: Yes

Widget 5
family_history Includes: No, Yes
treatment Includes: Yes

Widget 6
treatment Includes: No, Yes
treatment Includes: Yes

Widget 7
work_interfere Includes: NA, Never, Often, Rarely, Sometimes

Widget 8
no_employees Includes: 1-5, 100-500, 26-100, 500-1000, 6-25, More than 1000

Widget 9
remote_work Includes: No, Yes

Widget 10
tech_company Includes: No, Yes

Widget 11
benefits Includes: Don't know, No, Yes

Widget 12
care_options Includes: Not sure, No, Yes

Widget 13

wellness_program Includes: Don't know, No, Yes

Widget 14
seek_help Includes: Don't know, No, Yes

Widget 15
anonymity Includes: Don't know, No, Yes

Widget 16
leave Includes: Don't know, Somewhat difficult, Somewhat easy, Very difficult, Very easy

Widget 17
mental_health_consequence Includes: Maybe, No, Yes

Widget 18
phys_health_consequence Includes: No, Maybe, Yes

Widget 19
coworkers Includes: No, Some of them, Yes

Widget 20
supervisor Includes: No, Some of them, Yes

Widget 21
mental_health_interview Includes: Maybe, No, Yes

Widget 22
phys_health_interview Includes: Maybe, No, Yes

Widget 23
mental_vs_physical Includes: Don't know, No, Yes

Widget 24
obs_consequence Includes: No, Yes