PHASE - 5

PUBLIC HEALTH AWARENESS CAMPAIGN ANALYSIS:

Project Title:

Public Health Awareness Campaign Analysis

OBJECTIVE:

The project involves analyzing data from public health awareness campaign 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 Process:

1. Empathize:

Understand the target audience and their needs regarding public health awareness.

2. Define:

Define clear analysis objectives, such as measuring campaign reach, assessing audience engagement, and evaluating awareness growth.

3. Ideate:

Brainstorm potential improvements or adjustments for future campaigns based on the data.

4. Prototype:

Create data visualizations and reports using IBM Cognos and Python to explore and present insights.

5. Test:

Evaluate the proposed improvements on a smaller scale to assess their potential impact.

6. Implement:

Apply the most effective strategies to future campaigns based on the insights gained.

Development Phases:

1. Data Collection:

- Gather data from the public health awareness campaigns, including audience demographics, reach, and engagement metrics.

- Utilize surveys, social media analytics, and website data, if available.

2. Data Preprocessing:

- Clean and prepare the data for analysis by addressing missing values and outliers.

3. Data Analysis:

- Use statistical methods to analyze campaign effectiveness, awareness growth, and audience engagement.

4. Data Visualization:

- Create interactive dashboards and visualizations using IBM Cognos to present key metrics.

- Utilize Python for custom visualizations, if needed.

5. Python Code Integration:

- Integrate Python code for advanced analysis, automation, and data extraction.

How Insights Help Improve User Experience:

The insights derived from this analysis can significantly benefit public health campaigns:

1. Targeted Messaging:

Understanding audience demographics and preferences allows for more targeted and relevant messaging.

2. Campaign Optimization:

Identifying which aspects of the campaign are most effective helps in optimizing resource allocation.

3. Engagement Improvement:

Insights into audience engagement can guide strategies to increase interaction with campaigns.

4. Awareness Growth:

Tracking awareness metrics over time helps in adjusting campaigns to achieve higher awareness levels.

5. Data-Driven Decisions:

Data visualization and analysis empower campaign organizers to make informed, data-driven decisions, leading to more effective public health campaigns.

Conclusion:

This document format outlines the project's objective, design thinking process, development phases, and how insights from the analysis can help improve the effectiveness of public health awareness campaigns. You can further elaborate on each section and customize it to your specific project needs.