**Project Title:** public Health awareness

**Project definition and design thinking**

**Project Definition:** The project involves analyzing data from public health awareness compaigns to measure their effectiveness in reaching 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 visualization in IBM cognos,and using code for data analysis.

**Design Thinking:**

1.Analysis objectives:Define specific objectives for analyzing public health awareness campaign data,such as measuring audience reach,awareness levels,and campaign impact

2.Data collection:identify the sources and methods for collecting campaign data,including engagement metrices,audience demographics,and awareness surveys.

3.Visualization strategy:plan how to visualize the insights using IBM cognos to create informative dashboards and reports.

4.code integration:Decide which aspects of the analysis can be enhanced using code,such as data cleaning,transformation and statistical analysis.