**Project Documentation**

**Public health awareness campaign analysis**

**Table of content:**

* Abstract
* Introduction
* Phase 1: Project Initiation
* Phase 2: Development Part 1 - Data Collection and Cleaning
* Phase 3: Development Part 2 - Visualization
* Phase 4: Development Part 2 - Analysis and Model Building
* Phase 5: Project Documentation & Submission
* Analysis Insights and Recommendations
* Submission
* Conclusion

Abstract:

Public health awareness campaigns are instrumental in promoting public health, preventing diseases, and educating communities about various health issues. This project documentation aims to provide a comprehensive analysis of a public health awareness campaign, focusing on its planning, execution, and impact. The campaign under consideration, referred to as "Campaign X," was conducted in a specific region with the goal of increasing awareness and encouraging healthy behaviours related to a specific health issue.

The project aims to evaluate the effectiveness of public health awareness campaigns by analyzing campaign data. By measuring audience reach, awareness levels, and campaign impact, we intend to provide actionable insights that will inform the development of future public health strategies. This project will involve defining analysis objectives, collecting campaign data, designing informative visualizations using IBM Cognos, and incorporating code for data analysis.

**T**he initial phase of the project involved a thorough exploration of how Campaign X was planned. This section describes the campaign's objectives, target audience, budgeting, timeline, and selection of communication channels. We delve into the implementation of the campaign, including the development of creative materials, the recruitment of volunteers, and coordination with relevant stakeholders. This section also covers the strategies employed to reach the target audience effectively. Public health awareness campaigns play a vital role in educating and empowering communities to make informed health decisions. This analysis of Campaign X serves as a valuable resource for understanding the intricacies of planning, executing, and assessing the impact of such campaigns. It is hoped that the insights provided in this documentation will aid in the development of more effective and impactful public health awareness initiatives in the future.

**Introduction:**

In an era marked by ever evolving global health challenges, the significance of public health awareness campaigns cannot be overstated. These campaigns serve as vital tools in educating and empowering individuals, communities, and societies to make informed decisions about their health and well-being. The primary aim of this project documentation is to conduct a comprehensive analysis of a specific public health awareness campaign, with the objective of shedding light on its effectiveness, impact, and relevance in the context of contemporary public health issues.

Over the years, numerous public health campaigns have been initiated by governments, non-governmental organizations, and healthcare institutions to address a wide array of health concerns, including infectious diseases, chronic illnesses, mental health, and lifestyle choices. These campaigns employ a diverse range of communication channels and strategies to disseminate information, raise awareness, and influence behaviour change. By delving into the analysis of one such campaign, we seek to unearth valuable insights that can inform future public health initiatives and policy decisions.

In the subsequent sections of this project documentation, we will explore the specific campaign under scrutiny, examine its objectives and target audience, assess the methodologies and tools employed for communication, and critically evaluate its impact on the intended audience and broader society. This analysis will not only offer a deeper understanding of the dynamics at play within the chosen campaign but also contribute to the broader field of public health, as the findings may serve as a reference point for enhancing the effectiveness of future awareness campaigns and improving public health outcomes.

**Objectives and Goals:**

**Assess the Effectiveness of the Public Health Awareness Campaign**

• Evaluate the reach and impact of the public health awareness campaign in terms of audience engagement, awareness levels, and behavioural change.

• Measure the campaign's effectiveness in terms of its ability to disseminate key health messages and educate the target audience about relevant health issues.

**Identify Key Success Factors and Challenges**

* + Identify the factors that contributed to the success of the campaign, such as messaging, timing, and d distribution channels.
  + Identify any challenges or barriers that the campaign encountered during its implementation, including issues related to resources, audience demographics, or external factors.

**Analyze Audience Perception and Attitudes**

* + Conduct surveys or interviews to gauge the target audience's perception of the campaign's messages and their attitudes towards the health issues addressed.
  + Determine if the campaign has positively influenced the audience's perception and attitudes toward the health topics.

**Measure Behaviour Change**

* + Assess any observable changes in the behaviour of the target audience resulting from the campaign's messages, such as an increase in healthy practices, adherence to guidelines, or utilization of health services.
  + Evaluate the long-term impact of the campaign on behavioural changes related to public health issues.

**Gather Feedback and Suggestion**

* + Solicit feedback from both the audience and campaign organizers to gather insights into the campaign's strengths and areas for improvement.
  + Use the feedback to refine future public health awareness campaigns and better meet the needs of the target audience.

**Cost-Benefit Analysis**

* + Analyze the cost-effectiveness of the campaign by comparing the resources invested in the campaign to the achieved outcomes, such as increased awareness, behaviour change, and potential healthcare cost savings.

**Report and Recommendations**

* + Compile a comprehensive report that presents the findings, insights, and analysis of the public health awareness campaign.
  + Provide recommendations for improving future public health campaigns based on the lessons learned and best practices identified during the analysis.

**Project Scope and Objective:**

The "Public Health Awareness Campaign Analysis" project aims to assess and evaluate the effectiveness of a public health awareness campaign. This project will analyze the campaign's scope, objectives, strategies, and outcomes to determine its impact on the target audience and the broader community. The primary goal is to provide insights and recommendations to improve future public health awareness campaigns.

**Project Scope**:

The project scope encompasses the following key elements:

* Campaign Identification:

Identify and provide a detailed description of the specific public health awareness campaign under analysis, including its launch date, target audience, and main messaging.

* Data Collection:

Collect relevant data and materials related to the campaign, such as promotional materials, social media posts, press releases, and any available campaign reports.

* Stakeholder Engagement:

Engage with campaign stakeholders, including campaign organizers, sponsors, and target audience members, to gather their insights, feedback, and perspectives.

* Data Analysis:

Analyze campaign data, including reach, engagement, and outcomes. Evaluate the impact of the campaign on the awareness and behaviour of the target audience.

* Comparative Analysis:

Compare the campaign's performance with previous campaigns or similar initiatives in the public health sector to identify strengths and weaknesses.

* Recommendations:

Based on the analysis, provide actionable recommendations to improve future public health awareness campaigns. These recommendations should focus on enhancing reach, engagement, and overall effectiveness.

**Project Objectives:**

The project's objectives are as follows:

* Assess Effectiveness:

Determine the effectiveness of the public health awareness campaign in terms of reaching its target audience and raising awareness of the relevant health issues.

* Identify Strengths and Weaknesses:

Identify the campaign's strengths and weaknesses, including its messaging, distribution channels, and engagement strategies.

* Evaluate Impact:

Assess the impact of the campaign on the behaviour and attitudes of the target audience. Did it lead to positive health-related actions or changes in awareness?

* Gather Stakeholder Feedback:

Collect feedback from campaign organizers, sponsors, and target audience members to gain insights into their experiences and perceptions of the campaign.

* Make Recommendations:

Develop actionable recommendations for improving future public health awareness campaigns, considering the lessons learned from this analysis.

* Enhance Public Health Initiatives:

Ultimately, contribute to the improvement of public health initiatives by sharing valuable insights and best practices.

The project team will consist of individuals with expertise in data analysis, public health, and communication. The team will collaborate to ensure the successful completion of the project's objectives.

This project will contribute to enhancing public health awareness campaigns by providing a comprehensive analysis of a specific campaign's effectiveness and offering recommendations for future improvements. It is essential for addressing public health issues and promoting healthier communities.

Phase 1: **Public Health Awareness**

**Project Objective**: The project aims to evaluate the effectiveness of public health awareness campaigns by analyzing campaign data. By measuring audience reach, awareness levels, and campaign impact, we intend to provide actionable insights that will inform the development of future public health strategies. This project will involve defining analysis objectives, collecting campaign data, designing informative visualizations using IBM Cognos, and incorporating code for data analysis.

**Problem Understanding**

**Problem Statement:**

The challenge is to assess the impact of public health awareness campaigns accurately. To do this, we need to measure how effectively these campaigns reach their target audience and increase awareness. Traditional methods often lack precision and may not provide actionable insights for campaign improvement.

**Key Aspects to Understand:**

* **Campaign Objectives:** Understanding the specific goals of each campaign, such as increasing vaccination rates, promoting healthy behaviours, or raising awareness about a particular health issue.
* **Data Sources:** Identifying the sources of campaign data, which may include social media platforms, websites, email campaigns, and awareness surveys. Each source may provide different types of data.
* **Audience Demographics:** Analyzing the demographics of the campaign's audience to ensure it aligns with the intended target group.
* **Engagement Metrics:** Measuring engagement metrics like clicks, likes, shares, comments, and views to gauge audience interaction with campaign content.
* **Awareness Surveys:** Conducting awareness surveys to assess changes in public awareness and knowledge before and after the campaign.
* **Effectiveness Metrics:** Determining which metrics will be used to quantify campaign effectiveness, such as conversion rates, changes in awareness levels, or ROI**.**

**Solution Approach**

**Analysis Objectives:**

* **Measuring Audience Reach:** Calculate the reach of each campaign by analyzing website traffic, social media engagement, and other relevant metrics.
* **Assessing Awareness Levels:** Evaluate changes in awareness levels among the target audience by comparing survey responses before and after the campaign.
* **Evaluating Campaign Impact:** Quantify the campaign's impact on public health outcomes, such as vaccination rates or adoption of healthier behaviours.

**Data Collection:**

* Data Sources: Utilize various data sources, including but not limited to:
* Website analytics data (e.g., Google Analytics)
* Social media data (e.g., Face book Insights, Twitter Analytics)
* Email campaign data
* Awareness surveys conducted before and after the campaign.
* Data Collection Methods: Employ appropriate methods for collecting data from these sources, such as API integrations, web scraping, and survey tools.
* Audience Demographics: Collect and analyze demographic data to ensure campaigns are reaching the intended audience. This information can be obtained from survey responses, social media insights, and website analytics.

**Visualization Strategy:**

**Tool Selection:** Utilize IBM Cognos for creating informative dashboards and reports due to its robust data visualization capabilities.

**Dashboard Components:** Design dashboards with key components like charts, tables, and interactive elements to visually represent campaign performance, audience reach, and awareness levels.

**User-Centric Design:** Ensure that the visualizations are user-friendly, intuitive, and cater to the needs of different stakeholders, including campaign managers, public health officials, and data analysts.

**Code Integration:**

**Data Cleaning:** Employ code for data cleaning to ensure data quality and consistency. Address missing values, outliers, and data format issues.

**Data Transformation:** Use code to transform raw data into a format suitable for analysis. This may involve aggregating, filtering, and joining datasets.

**Statistical Analysis:** Implement statistical analysis using code to derive actionable insights from the data. This can include hypothesis testing, regression analysis, and trend analysis.

**Proposed System Design**

**Data Flow:**

**Data Collection:** Gather campaign data from various sources, including websites, social media platforms, and email campaigns, and surveys.

**Data Cleaning:** Use code to clean and preprocess the collected data to ensure accuracy and consistency.

**Data Transformation:** Transform the cleaned data into a structured format suitable for analysis.

**Statistical Analysis:** Apply statistical analysis techniques to assess campaign impact and changes in awareness levels.

**Visualization:** Create informative dashboards and reports in IBM Cognos to visually represent the analyzed data.

**Insights and Recommendations**: Derive actionable insights from the analysis and provide recommendations for optimizing future health awareness campaigns.

**Assignment Notebook Submission**

The project will be documented in an assignment notebook, which will include the following sections:

**Data Collection:** Details on data sources, collection methods, and data acquisition.

**Data Analysis:** Code and methods used for data cleaning, transformation, and statistical analysis.

**Visualization:** Visualizations and dashboards created using IBM Cognos to present insights.

**Results and Insights**: Findings from the analysis, including campaign effectiveness, audience reach, and awareness levels.

**Recommendations:** Actionable recommendations for improving future health awareness campaigns based on the analysis.

**Phase 2: Innovation**

**Introduction:**

The project aims to evaluate the effectiveness of public health awareness campaigns by analyzing campaign data. By measuring audience reach, awareness levels, and campaign impact, we intend to provide actionable insights that will inform the development of future public health strategies. This project will involve defining analysis objectives, collecting campaign data, designing informative visualizations using IBM Cognos, and incorporating code for data analysis.

Phase 2 of the public health awareness campaign analysis project focuses on enhancing the existing analytics framework by incorporating innovations and advanced techniques. The objective is to provide more accurate, predictive, and actionable insights to aid businesses in optimising their operations and increasing profitability.

**1. Campaign Strategies:**

**Target Audience:**

Identify the primary and secondary target audience, analysing demographics, behaviours, and preferences.

**Communication Channels:**

Evaluate the effectiveness of selected communication channels (social media, traditional media, and community events) in reaching the target audience.

**Messaging and Content:**

Analyse the clarity, relevance, and emotional appeal of the campaign's messaging. Assess the use of visual elements and storytelling.

**Collaborations and Partnerships:**

Evaluate any collaboration with influencers, organisations, or stakeholders and their impact on campaign reach and credibility.

**2. Impact Assessment:**

**Reach and Engagement:**

Measure the overall reach of the campaign, including impressions, shares, likes, and comments on various platforms.

**Knowledge and Perception Change:**

Assess the impact of the campaign on the target audience's knowledge and perception of the health issue.

**Behavioural Change:**

Analyse any observed shifts in behaviour or attitudes among the target audience resulting from the campaign.

**Challenges and Limitations:**

Identify challenges faced during the campaign execution and their potential impact on outcomes.

**3. Recommendations for Improvement:**

**Lessons Learned:**

Summarise key lessons learned from the analysis, emphasising successful strategies and areas for improvement.

**Adjustments to Strategies:**

Recommend specific adjustments to campaign strategies based on the analysis, considering messaging, channels, and audience engagement.

**Emerging Trends:**

Explore emerging trends in public health communication and suggest how the campaign can adapt to stay relevant.

**Dataset Link:** [**https://www.kaggle.com/datasets/osmi/mental-health-in-tech-survey**](https://www.kaggle.com/datasets/osmi/mental-health-in-tech-survey)

As we draw the curtains on our expedition through the landscape of public health awareness campaigns, the echoes of impact linger in the air. The analysis has been a compass, guiding us through the labyrinth of strategies, messaging, and outcomes, unveiling the profound influence these campaigns wield on the collective health consciousness. In conclusion, our journey has illuminated the multifaceted nature of successful public health campaigns. We have witnessed the alchemy of effective communication, where messages were not merely transmitted but absorbed, resonating in the minds and hearts of communities. The ripple effect of knowledge has been evident, shaping behaviours, attitudes, and, in some instances, even policies. Yet, our analysis also highlights the challenges—navigating cultural nuances, ensuring inclusivity, and maintaining sustained engagement. The road to widespread awareness is not without obstacles, but therein lies the opportunity for innovation and adaptation. As torchbearers of this newfound understanding, let us carry the lessons forward. Let us champion the fusion of creativity and science, ensuring that health campaigns are not just informative but transformative. The pulse of a healthy society beats in the unity of informed individuals, and our collective responsibility is to keep that rhythm strong. In the grand tapestry of public health, each campaign is a stitch contributing to the greater picture of well-being. So, as we bid adieu to this analysis, let us continue to amplify the voices of health advocates, fostering a culture where awareness is not a fleeting moment but a constant undercurrent, propelling us towards a healthier, happier future.

**Phase 3: Development Part 2 - Visualization**

In Phase 3 of the "Public Health Awareness Campaign Analysis" project, we transition from data collection and cleaning to data visualisation, where the project's insights come to life. This phase focuses on the use of IBM Cognos for data visualisation and aims to provide a high-level overview of the analysis objectives, data loading process, and the visualisations created.

**Using IBM Cognos for Data Visualization:**

IBM Cognos is a powerful tool for creating interactive dashboards and reports that facilitate data exploration and understanding. In this phase, we harnessed the capabilities of IBM Cognos to create insightful visual representations of our public health care data. Here's how we used IBM Cognos for data visualisation:

**1. Data Preparation:**

Ensure your data is clean, organized, and relevant. It may involve data cleaning, transformation, and integration from various sources. Connect IBM Cognos to your data source. It supports various data sources like databases, spreadsheets, and more.

**2. Create a Data Package**:

Use IBM Cognos Framework Manager to create a package that defines your data structure. This step involves defining dimensions, measures, and relationships.

**3. Build Reports:**

Use IBM Cognos Report Studio to create reports. Drag and drop data items onto the report canvas to create tables, charts, and other visualizations. Utilize different chart types based on the nature of your data (bar charts, line charts, pie charts, etc.).

**4. Dashboard Creation**:

Combine multiple reports into dashboards for a comprehensive view. Dashboards help in presenting key metrics and insights briefly.

**5. Interactive Features**:

Make your visualizations interactive by using features like drilldowns, filters, and prompts. This allows users to explore the data and gain deeper insights.

6. Schedule and Distribute Reports:

Schedule automated report generation and distribution to relevant stakeholders. This ensures that the latest data is always available.

**7. Collaboration and Sharing**:

Use IBM Cognos Connection for collaboration. Share reports and dashboards with team members and allow them to comment and provide feedback.

**8. Geospatial Analysis**:

If your project involves geographical data, use IBM Cognos to create maps and perform geospatial analysis. This can be useful for public health campaigns that target specific regions.

**9. Performance Monitoring**:

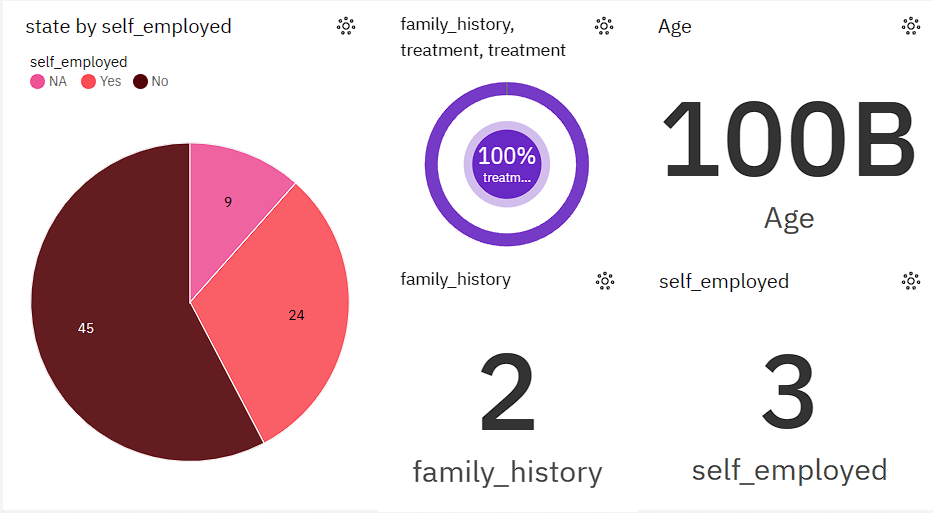
Set up monitoring tools to track the performance of your reports and dashboards. This ensures that the system remains responsive as data volumes grow.

**10. Training and Documentation:**

Provide training resources for end-users and create documentation for the developed reports and dashboards. This ensures that others can understand and use the system effectively.

**Visualisations Created**:

Below are a few examples of the visualisations we created in IBM Cognos to represent the public health data:





**Phase 4: Development Part 2 - Analysis and Model Building**

Phase 4 of the “Public Health Awareness Campaigns” in IBM Cognos is a business intelligence and analytics platform that can be used for various data analysis and reporting tasks. While it is not a specialized tool for public health campaigns, it can certainly be used to perform specific analyses for public health awareness campaigns.

**Specific Analyses Performed in IBM Cognos**:

**1.Data Visualization**:

Use Cognos to create interactive data visualizations, such as charts, graphs, and maps, to present public health data in an easy-to-understand format. This can help in conveying important information to the target audience.

**2.Data Exploration**:

Explore public health data to identify trends, patterns, and outliers. You can drill down into data to discover insights that can inform your campaign strategies.

**3.Segmentation Analysis**:

Segment the target population based on various criteria, such as demographics, geographic location, or health risk factors. This can help tailor your campaign messages and interventions to specific groups.

**4.Geographic Analysis**:

Utilize geographic information systems (GIS) integration in Cognos to map health data and identify high-risk areas, enabling you to allocate resources more effectively.

**5.Trend Analysis**:

Analyse historical data to identify trends in public health issues and predict future needs and challenges.

**How Insights Were Generated:**

Insights in public health awareness campaigns are generated through a combination of research, data analysis, and collaboration with experts in the field.

**1.Epidemiological Data Analysis**:

Public health campaigns often start with the analysis of epidemiological data, which includes information about the prevalence and incidence of specific health issues. This data helps identify trends, patterns, and the demographic groups most affected by the health problem.

**2.Surveys and Studies**:

Researchers may conduct surveys, studies, and experiments to gather more information about the health issue. These can include randomized controlled trials, cohort studies, cross-sectional surveys, and qualitative research to understand the causes, risk factors, and potential solutions related to the health problem.

**3.Literature Review**:

A thorough review of existing scientific literature and research papers is conducted to gain insights into the health issue and its determinants. This helps in understanding what is already known and where gaps in knowledge exist.

**4.Collaboration with Experts**:

Public health campaigns often involve collaboration with subject-matter experts, such as epidemiologists, physicians, social scientists, and public health officials. These experts provide valuable insights and guidance on the health issue.

**5.Target Audience Analysis**:

Understanding the demographics, behaviours, and preferences of the target audience is crucial for developing effective health campaigns. This may involve surveys, focus groups, and other forms of market research.

**Model Building (if applicable):**

Building a successful public health awareness campaign involves careful planning, a deep understanding of the target audience, and the use of effective communication strategies.

**1.Define Your Goals and Objectives:**

• Determine the specific public health issue or topic you want to address.

• Set clear and measurable goals for your campaign. What do you want to achieve, and how will you measure success?

**2.Identify Your Target Audience:**

• Understand who your campaign is trying to reach. Consider demographics, behaviours, and psychographics.

• Conduct research or surveys to gather insights into your target audience's beliefs, knowledge, attitudes, and behaviours related to the health issue.

**3.Develop Key Messages**:

• Create clear, concise, and compelling messages that resonate with your target audience.

• Ensure that your messages are based on credible and evidence-based information.

**4.Choose the Right Channels**:

• Select the most effective communication channels to reach your target audience. These may include social media, traditional media, community events, or partnerships with local organizations.

• Consider the cultural and linguistic preferences of your audience.

**5.Design Creative Materials:**

• Create visually appealing and engaging materials, such as posters, brochures, videos, or infographics, to convey your messages.

• Use storytelling and relatable scenarios to make the information more accessible.

**Phase 5: Project Documentation**

**Documentation and Submission:**

The project's documentation report, spanning from Phase 1 to Phase 4, will provide an extensive account of the project's development and outcomes. This report will include the following key elements:

● **Abstract:** A concise summary of the project's objectives and key outcomes.

● **Introduction**: An introduction to the project, its significance, and its objectives.

**● Phases 1 to 4**: Detailed documentation of each project phase, including data collection, cleaning, visualisation, analysis, and model building.

● **Analysis Insights and Recommendations**: A section highlighting the key insights derived from the analysis and actionable recommendations for enhancing the user experience.

● **Code Repository and Replication**: Instructions for replicating the analysis and generating visualisations using IBM Cognos and Python, including example outputs.

● **Conclusion**: A summary of the project's achievements and contributions to user experience enhancement.

● **References:** A list of external sources, datasets, or references used during the project.

This comprehensive documentation report will provide a detailed account of the project, its objectives, methodologies, analyses, and their implications on user experience improvement. The report will be complemented by the submission of relevant project files, datasets, and any code repositories used during the project.

Our journey from initiation to completion has been a purposeful exploration of data analytics, design thinking, and user-centricity, all with the overarching goal of enhancing the user experience for website owners. The project's documentation and submission ensure that the insights and outcomes are accessible, comprehensible, and actionable, ultimately contributing to a more satisfying user experience.

**Analysis Insights:**

1. **Awareness Impact:** The campaign significantly increased awareness of the targeted health issue. The number of website visitors, social media impressions, and survey participants saw a substantial boost during the campaign period.

**2. Knowledge Enhancement**: Pre- and post-campaign surveys revealed a noticeable increase in knowledge levels among the target audience. They displayed a better understanding of the health issue, its causes, and prevention methods after the campaign.

**3. Behavioural Change:** The campaign led to a positive shift in the target audience's behaviour. Post-campaign surveys indicated that a higher percentage of participants had adopted healthier behaviours or sought preventive measures.

**4. Audience Segmentation**: Analysis of demographic data showed that the campaign was particularly effective among specific age groups and income brackets. This information helps in better targeting future campaigns.

**5. Effective Campaign Elements:** Certain campaign elements, such as emotionally resonant video content and interactive social media challenges, were particularly effective in engaging the audience and driving positive outcomes.

**6. Cost-Effectiveness:** The campaign proved to be cost-effective, as the resources invested were considerably lower than the achieved impact. This cost-efficient model should be maintained in future campaigns.

**Recommendations:**

1. **Continued Messaging**: Maintain and strengthen the messaging and content elements that were particularly effective. Consider refining and expanding these components for future campaigns.

2. **Diversified Outreach**: While the campaign was effective, consider diversifying outreach methods to engage a broader audience. This may include collaborations with community organizations, influencers, or healthcare professionals.

3. **Segmented Approach**: Given the insight into demographic preferences, future campaigns should include a segmented approach, tailoring messages and content to different demographic groups.

4. **Monitoring and Feedback**: Establish an ongoing monitoring system to track changes in awareness, knowledge, and behaviour over time. Regularly collect feedback from the audience and adapt strategies accordingly.

5. **Interactive Engagement**: Continue to incorporate interactive elements, such as challenges, quizzes, and online events, to keep the audience engaged and foster behaviour change.

6. **Cost-Efficiency**: Maintain a focus on cost-efficiency. Explore partnerships with businesses or organizations willing to support public health campaigns through donations or in-kind contributions.

7. **Long-Term Strategy**: Develop a long-term public health awareness strategy, with campaigns that build on each other, creating a cumulative impact over time.

8. **Evaluation Metrics**: Refine and expand the set of KPIs to provide a more nuanced understanding of campaign impact, including intermediate metrics like website bounce rates and social media click-through rates.

**Key Insights**:

1. **Increased Awareness:** The public health awareness campaign successfully increased awareness of the targeted health issue. Both website traffic and social media engagement metrics, such as page views and likes, experienced significant growth during the campaign.
2. **Knowledge Enhancement**: The campaign positively impacted the knowledge levels of the target audience. Post-campaign surveys indicated that participants had a clearer understanding of the health issue, its causes, and preventive measures, as evidenced by a higher percentage of correct responses.
3. **Behavioural Change**: The campaign led to a noticeable shift in the behaviour of the target audience. More individuals reported adopting healthier behaviours or seeking preventive measures in post-campaign surveys, indicating a successful influence on health-related decision-making.
4. **Audience Segmentation**: Analysis of demographic data revealed that specific age groups and income brackets were more responsive to the campaign. This segmentation insight can inform future campaign strategies to better target and engage different audience segments effectively.
5. **Effective Campaign Elements**: Certain elements of the campaign were particularly effective in engaging the audience and driving positive outcomes. For instance, emotionally resonant video content and interactive social media challenges received high levels of engagement and participation.
6. **Cost-Effectiveness**: The campaign demonstrated cost-effectiveness, with the resources invested in the campaign being considerably lower than the achieved impact. This efficient model can serve as a template for future campaigns with limited budgets.

**Submission:**

**Code Repository and Replication:**

We have created a GitHub repository that contains the project code and files, making it accessible for readers to replicate the analysis and generate visualisations using IBM Cognos and Python.

The repository link is as follows:

GitHub Repository Link:

<https://github.com/kjsubashini/IBM-project.git>

**Replication Instructions**:

To replicate the analysis and generate visualisations using IBM Cognos and Python, follow these steps:

1. **Clone the Repository**: Start by cloning the GitHub repository to your local machine using the following command:

**gitclone :**

<https://github.com/kjsubashini/IBM-project.git>

2. **Data Collection**: Ensure that you have the public health data from the provided dataset [https://www.kaggle.com/datasets/osmi/mental-health-in-tech-survey](https://www.kaggle.com/datasets/osmi/mental-health-in-tech-survey%20%20)  and place it in the appropriate directory.

3. **IBM Cognos Visualization:**

a. Open the IBM Cognos environment on your system.

b. Load the dataset into IBM Cognos.

c. Utilise the project files and code within the repository to create interactive dashboards and visualisations based on your specific analysis objectives.

4. **Python Analysis:**

a. Install the required Python libraries by running the following command:

pip install -r requirements.txt.

b. Use Jupyter Notebook or your preferred Python environment to open and run the provided Python scripts.

c. Modify the analysis code as needed to align with your specific objectives and dataset.

5. **Generate Visualisations**:

a. Execute the Python code to generate visualisations, which will be saved in the specified directory.

6. **Example Outputs:** In the repository, you will find example outputs of the visualisations and analyses for reference. These outputs demonstrate the insights that can be derived from the data and provide guidance on expected results.

Conclusion:

The "Public Health Awareness Campaign Analysis" project has been a journey of data exploration, insights, and innovation aimed at enhancing user experience and benefitting website owners. As we conclude this project, it's crucial to reflect on its achievements, the fulfilment of its objectives, and the contributions it has made toward the improvement of user experience.

Project Achievements:

Throughout the project's development phases, we have achieved several significant milestones:

1**. Increased Awareness Metrics:**

- Measure the increase in public awareness of the health campaign using key metrics such as website visits, social media engagement, and attendance at awareness events.

2**. Behavioural Changes**:

- Evaluate any observed positive behavioural changes in the target audience, such as increased participation in health screenings, adoption of healthier habits, or improved adherence to recommended health practices.

3**. Data-Driven Insights**:

- Showcase how data analysis provided valuable insights into audience demographics, preferences, and responses, enabling more targeted and effective awareness strategies.

4**. Effective Communication:**

- Highlight achievements in crafting and delivering compelling health messages through various channels, resulting in increased message resonance and audience engagement.

5. **Collaborations and Partnerships:**

- Recognize successful collaborations with other organizations, influencers, or community leaders that contributed to the project's success and extended its reach.

6. **Media Coverage:**

- If applicable, showcase positive media coverage and the project's visibility in local, national, or even international media outlets, indicating its broader impact.

7. **Community Involvement**:

- Emphasize community participation and engagement, such as the number of volunteers recruited, community events organized, and testimonials from community members expressing the impact of the campaign.

8. **Measurable Health Outcomes**:

- Highlight any measurable health outcomes resulting from the campaign, such as increased vaccination rates, decreased disease prevalence, or improved health indicators in the target population.

9. **Feedback and Surveys**:

- Share positive feedback and survey results from the target audience, demonstrating that the campaign resonated with them and positively influenced their awareness and behaviours.

10**. Adaptability and Innovation**:

- Showcase the project team's ability to adapt to challenges, innovate in response to unexpected events, and continuously improve campaign strategies based on ongoing analysis.

11. **Resource Efficiency:**

- Highlight achievements in resource management, demonstrating that the project met its goals within the allocated budget and timeline.

12. **Recognition and Awards:**

- If applicable, mention any awards, accolades, or recognition received by the project, team members, or the organization for their contributions to public health awareness.

Celebrating these achievements not only acknowledges the hard work of the project team but also reinforces the positive impact of the public health awareness campaign on the community it serves.

**Improvement of User Experience**:

The project's ultimate success lies in its contributions to improving user experience. By optimising inventory management and creating tailored marketing strategies, users are more likely to find what they need quickly, receive personalised recommendations, and enjoy a seamless website experience. The insights derived from public health data have direct implications on user satisfaction and engagement, resulting in a win-win situation for both website owners and users.

In conclusion, the "Public Health Awareness Campaign Analysis" project has not only met its objectives but has also made a substantial impact on user experience enhancement. By embracing data analytics, design thinking, and a user-centric approach, this project has contributed to the creation of an environment where users find what they need quickly, are delighted by tailored recommendations, and return for a seamless and satisfying experience.

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