**PUBLIC HEALTH AWARENESS CAMPAIGN ANALYSIS**

**Phase 5 Project:**

**Objective:**

The primary goal of this project is to evaluate the effectiveness of a public health awareness campaign and provide insights that can inform future campaign strategies.

**Design Thinking Process:**

We employed a design thinking approach to align campaign objectives with data-driven analysis. This included empathizing with the target audience, defining campaign goals, ideating data collection methods, and prototyping data visualization techniques.

**Development Phases:**

1. **Data Collection and Preprocessing:**

**Data Collection:** We gathered data related to the campaign, such as impressions, engagements, demographic information, and other relevant metrics.

**Data Preprocessing:** The collected data was cleaned to handle missing values and outliers.

1. **Data Visualization using IBM Cognos:**

**Visualization Design:** IBM Cognos was utilized to create dashboards and reports for data visualization.

**Visualizations:** We designed various visualizations, including line charts to display campaign reach over time, stacked bar charts for illustrating awareness levels, and pie charts for impact metrics.

1. **Data Analysis with Python:**

**Python Analysis:** Python was employed for advanced data analysis:

**Engagement Rates:** We calculated engagement rates by dividing the number of engagements (likes, comments, shares) by the total impressions or reach.

**Demographic Analysis:** The data was segmented by demographic variables, and Python libraries were used to create demographic-specific visualizations.

**Statistical Tests:** Statistical tests, using libraries like SciPy, were conducted to determine the significance of various metrics.

1. **Actionable Insights:**

**The analysis provided valuable insights:**

Understanding which demographics had the highest engagement rates, enabling targeted content creation.

Identifying the most effective channels or platforms for the campaign.

Evaluating the impact of specific campaign elements on awareness levels.

**Measuring Campaign Effectiveness:**

The insights gained from the analysis enable the measurement of campaign effectiveness. Key metrics, such as engagement rates and demographic engagement trends, provide a basis for assessment.

**Guiding Future Strategies:**

The analysis informs future campaign strategies by:

Highlighting areas for improvement and optimization.

Recommending adjustments in targeting demographics or platforms.

Offering data-driven insights to enhance the overall effectiveness of future campaigns.

**Submission:**

The project is ready for submission with comprehensive documentation outlining the project's objectives, the design thinking process, development phases, insights derived from the analysis, and how these insights can be used to measure campaign effectiveness and guide future strategies.