Term Project Topic: Enforce bans on tobacco advertising Data by country

Datasets Reference Link: <https://apps.who.int/gho/data/view.main.32200>

*Identify Datasets and Term Project objectives:*

One frequent question I get at times is *“Why should tobacco not be advertised, promoted or sponsored as it is a legal product?”* The simplest answer is *“governments have a responsibility to protect the public and their health from potentially dangerous products. Banning tobacco advertising, promotion and sponsorship (TAPS) is one legitimate mechanism for governments to safeguard people from the harms of tobacco.“*

*Fallacy*: Advertising bans do not work in preventing smoking, especially among the youth.

*Fact*: As an example, Iceland and Canada, which were the first countries to enact point-of-sales bans, have conclusively demonstrated significant drops in youth smoking shortly after their bans came into effect. This experience is being replicated in the other countries that have since implemented similar legislation.

So my term project is, how governments bans on tobacco advertising data by country wise from last several years (The data source I got is 7 years of data). The three data source format I have picked is Excel format data, Website data & JSON format data.

The actual data relationship between three data source format is almost same. The link for each formatted data is Country and Year the governments are enforced the bans on tobacco advertising. The relationship between three data source formats is one to many relationship between each other.

Below are list of variables using for term project:

- Ban on advertising on national television and radio

- Ban on advertising on international television and radio

- Ban on advertising in local magazines and newspapers

- Ban on advertising in international magazines and newspapers

- Ban on billboard and outdoor advertising

- Ban on advertising at point of sale

- Ban on advertising on the internet

- Law requires fines for violations of advertising bans

- Overall compliance with bans on direct advertising (score)

- Ban on free distribution in mail or through other means

- Ban on promotional discounts

- Ban on identifying non-tobacco products with tobacco brand names

- Ban on use of brand name of non-tobacco product for tobacco product

- Ban on appearance of tobacco brands in TV and/or films (product placement)

- Ban on appearance of tobacco products in TV and/or films

- Required anti-tobacco ads for any visual entertainment media product that depicts tobacco products, use or images

- Ban on sponsorship (contributions and/or publicity of contributions)

- Ban on any form of contribution (financial or other support) to any event, activity or individual

- Banning the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

- Law requires fines for violations of promotion and sponsorship bans

- Overall compliance with bans on promotion and sponsorship (score)

- Ban on Corporate Social Responsibility activities (CSR)

- Ban on tobacco companies/the tobacco industry publicizing their CSR activities

- Ban on entities other than tobacco companies/the tobacco industry publicizing the CSR activities of the tobacco companies/industry

- Ban on tobacco companies funding or making contributions (including in-kind contributions) to smoking prevention media campaigns, including those directed at youth

- Ban on product display at point of sale

- Ban on tobacco vending machines

- Ban on internet sales of tobacco products

- Subnational bans on tobacco advertising, promotion and sponsorship authority exists

- Subnational bans on advertising, promotion and sponsorship - at least one jurisdiction has a comprehensive ban in place

Some of my plans to do to the data to accomplish all 5 milestones in term project are:

* Since the project data has variables or column headers are big in size, replace the headers with short names.
* Format the project data in more of binary formatted data, like display data in 1, 0, blank format etc..
* Plan is to analyze and identify if any bad data and outliers.
* If any existing data has duplicates and try to delete if any on needed basis.
* Replace and fix casing or inconsistent values, if any to build analysis reports.
* Plan is to read and analyze the available data from three source formats, and plot some graphs to showcase country wise data. Performed very well job to achieve the goal of bans by doing more advertisements for safety of individual country citizens.