PROJECT TITLE:

**PUBLIC HEALTH AWARENESS**

TEAM MEMBERS:

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PHASE 1:

**1)PROJECT DEFINITION:**

This project involves analyzing the data from public health awareness campaigns 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.

**2)DESIGN THINKING:**

ANALYSIS OBJECTIVES:

Before stepping into the data analysis, it’s very essential to define clear objectives. In this phase we establish some important analysis that provide a clear direction for focusing our requirements of the project clearly.

* Defining analysis objectives
* Collecting campaign data(Measuring Audience reach, Awareness levels)
* Campaign impact

DATA COLLECTION:

To proceed with the analysis, the data must be essentially required. The dataset is accessible via the link,

https://www.kaggle.com/datasets/osmi/mental-health-in-tech-survey

The above data set is from a 2014 survey that measures attitudes towards mental health and frequency of mental disorders in the tech workplace. It also contains the timestamp, age factor, gender, country etc …. Also it compares the gender differences and similarities of the mental health between individuals.

VISUALIZATION STRATEGY:

Effective data visualization is key to conveying insights. In this Phase , We plan how to visualize the mean derivatives of the public health awareness survey using IBM Cognos. The visualization strategies include:

Line charts and Time series graphs – To show the key metrics such as engagement levels and awareness rates

Pie charts – Illustrating the distribution of various factors such as composition of the target audience in terms of age groups or gender

Interactive dashboards – Will offer users the flexibility to explore campaign metrics, demographics and survey results.

INSIGHTS GENERATION:

One of the primary goal is to cover trends and patterns within the campaign data which examines data over time. This process includes,

--->Segmenting the audience and campaign data is crucial for generating insights

--->Comparing the performance of different campaigns or variations can yield insights

--->Sentiment analysis involves analyzing text data from survey responses, to understand public sentiment towards the campaign.