**Phase 4: Development Part 2**

1.Data Preparation:

- Ensure that you have collected and cleaned the necessary data for your analysis. This may include data on campaign reach, awareness levels, and impact metrics.

2. IBM Cognos Dashboards and Reports:

- Open IBM Cognos and create a new project or workspace for your analysis.

- Design dashboards and reports to visualize key metrics related to your public health awareness campaign. This may involve the following steps:

- Create data connections to your cleaned dataset.

- Select the appropriate visualization types for your data (e.g., bar charts, line graphs, heatmaps).

- Build interactive dashboards that allow users to explore the data.

- Add filters and slicers to enable dynamic analysis.

- Use calculated fields or measures to derive insights from the data.

- Create visualizations that show campaign reach, awareness levels, and impact metrics over time, by location, or by other relevant dimensions.

3. Data Analysis with Code (Python):

- Use Python to perform advanced data analysis as required by your project. This might include the following tasks:

- Calculate engagement rates: Write code to calculate engagement rates, which can include likes, shares, comments, or other interaction metrics.

- Conduct demographic analysis: Use Python libraries like Pandas and Matplotlib to explore the demographic distribution of your campaign audience.

- Run statistical tests: If needed, perform statistical tests to determine the significance of your campaign's impact.

4. Documentation:

- Ensure that you document your analysis thoroughly. This documentation should include explanations of the analysis methods, code, and the insights gained.

5. Presentation:

- If required, create a presentation or report summarizing the findings from your analysis. This should include the visualizations created in IBM Cognos and insights from your Python analysis.

6. Testing and Validation:

- Before finalizing your work, thoroughly test your dashboards, reports, and analysis code to ensure accuracy.

7. Collaboration and Feedback:

- Share your work with team members or stakeholders for feedback and input.



