DATA ANALYTICS WITH IBM COGNOS

SMARTINTERNZ EXTERNSHIP

DATE	23 October 2023
EXTERNSHIP TITLE	Data Analytics With Ibm Cognos Analytics
PROJECT NAME	Depression: A CommonMental Disorder

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Project Design Phase-I
Proposed Solution

S.No.	Parameter	Description
1.	Problem Statement	The problem statement for this project is to analyze and gain insights from global depression data using Business Intelligence tools, particularly Tableau. Depression is a widespread mental health issue with symptoms that include loss of interest, appetite and sleep disturbances, fatigue, feelings of worthlessness, and thoughts of suicide. It affects millions of people worldwide and can significantly interfere with daily activities. The project aims to examine depression data from various countries to identify patterns and trends, ultimately reducing the stigma associated with depression. The goal is to improve access to care and advance research in order to address this

		common mental disorder effectively. The project will involve creating visualizations, dashboards, and stories using Tableau to present the insights derived from the data.
2.	Idea/ Solution description	The idea/solution for the given data is to use Business Intelligence tools, particularly Tableau, to analyze and visualize depression data from various countries. By doing so, we can extract meaningful insights and trends related to this widespread mental health issue. The solution involves creating interactive visualizations, dashboards, and a narrative story to effectively communicate the findings and raise awareness about depression. By presenting the data in a visually compelling manner, we aim to reduce the stigma associated with depression and highlight the need for improving access to care and advancing research in this area. This project

		serves as a valuable tool for policymakers, healthcare professionals, and the general public to better understand the global impact of depression and work towards more effective interventions and support systems.
3.	Novelty / Uniqueness	This project's novelty lies in using Business Intelligence, Tableau, to visually analyze global depression data. Through interactive visualizations and a narrative story, it transforms raw data into a compelling narrative, reducing stigma and advocating for better access to care and research. It bridges the gap between data analysis and public awareness, benefiting policymakers, healthcare professionals, and the public in addressing depression as a global mental health concern.
		The social impact of the project is significant and multi-faceted. By using Business Intelligence tools like Tableau to analyze and visualize

4.	Social Impact / Customer Satisfaction	depression data, the project contributes to: Raising Awareness: It helps increase public awareness about the prevalence and impact of depression, reducing the stigma associated with the condition. Improved Access to Care: The insights drawn from the data can inform policymakers and healthcare professionals about areas with higher depression rates, potentially leading to improved access to mental health care and support. Empowering Individuals: The project provides valuable information to individuals suffering from depression, helping them understand they are not alone and encouraging them to seek help. Research Advancements: By highlighting the need for further research, the project can spur more resources and efforts to understand and address depression effectively. Customer Satisfaction:

		The general public and healthcare providers benefit from the project's data-driven insights, which can lead to better-informed decisions and policies. This ultimately enhances customer satisfaction by addressing a pressing mental health issue
5.	Business Model (Revenue Model)	The revenue model for a project focused on analyzing depression data through Business Intelligence tools like Tableau includes avenues such as consulting services, subscription-based access, training and workshops, data licensing, public awareness campaigns with sponsorships, research grants, advertising, and premium data reports. These options offer diverse ways to generate income while advancing the project's goals and its impact on mental health awareness and research.
6.	Scalability of the	The scalability of the solution for analyzing depression data from various countries is

| | | Solution | crucial. It must efficiently handle large data volumes and support a growing user base. The platform, such as Tableau, should scale to accommodate more concurrent users accessing insights. Flexible integration of new data sources is necessary as the project evolves. Regular updates and maintenance must be manageable, and financial planning is key to support scalability while considering potential costs. In summary, scalability is vital as the projectexpands to analyze data from more countries and continues its mission to address depression and raise awareness. |