**NAAN MUDHALVAN-IBM DATA ANALYTICS WITH COGNOS**

**PROJECT PHASE 1 SUBMISSION**

**PROJECT TITLE :**

Public health awareness campaign analysis.

**Team Members:**

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**PROJECT DISCRIPTION :**

The "Public Health Awareness Campaign Analysis" project aims to assess the effectiveness of various public health awareness campaigns in reaching their target audiences and increasing awareness on critical health issues. In an era marked by rapid information dissemination and evolving communication channels, understanding the impact of awareness campaigns is vital for informed decision-making and resource allocation.

**PROVIDED KAGGLE DATASET:  
 [https://www.kaggle.com/datasets/osmi/mental-health-in-tech-survey](https://www.kaggle.com/datasets/osmi/mental-health-in-tech-survey" \t "https://courses.myclass.skillup.online/courses/course-v1:IBM+DAC101+2023_B1/courseware/d8660830b7ec4f2e8158584fd8319a7d/f07fd2afa2f94df0803864c408bf4545/[object Object])**

**ABSTRACT :**



The "Public Health Awareness Campaign Analysis" project aims to assess the effectiveness of various public health awareness campaigns in reaching their target audiences and increasing awareness on critical health issues. Leveraging a comprehensive dataset comprising campaign objectives, media channels, demographics, and performance metrics, the study employs data analysis techniques, including data visualization, statistical analysis, machine learning, and natural language processing. By identifying effective strategies, target demographics, and content patterns, this project seeks to inform future campaigns and contribute to the broader goal of promoting public health and well-being through data-driven decision-making, ultimately leading to improved health outcomes.

This research endeavors to harness the power of data analysis to measure the comprehensive impact of public health campaigns, offering valuable insights to policymakers and public health organizations, thus advancing the efficiency and effectiveness of public health awareness efforts.

1. **Project Definition**

**A. Overview**

The project revolves around the analysis of data from public health awareness campaigns with the primary aim of gauging their effectiveness in reaching the target audience and elevating awareness levels. The ultimate goal is to derive insights that will not only assess the impact of the campaigns but will also serve as a foundation for shaping future strategies in this domain.

**B. Objectives**

1. Audience Reach: Measure the extent to which the campaigns are reaching the intended audience.

2. Awareness Levels: Evaluate the effectiveness of campaigns in increasing awareness regarding public health issues.

3. Campaign Impact: Assess the overall impact of the campaigns on the target audience.

**C. Scope**



The project encompasses defining clear analysis objectives, collecting comprehensive campaign data, designing insightful visualizations using IBM Cognos, and incorporating code for data analysis where deemed beneficial.

**II. Design Thinking**

**A. Analysis Objectives**

1. Audience Reach

Define metrics and criteria to quantify the reach of public health awareness campaigns. This may include social media engagement, website visits, and geographical reach.

2. Awareness Levels

Establish key performance indicators (KPIs) to measure changes in awareness levels, considering factors like survey responses, keyword analysis, and media coverage.

3. Campaign Impact

Develop a framework for assessing the overall impact of campaigns, incorporating both quantitative and qualitative measures. This could involve sentiment analysis, behavior change metrics, and expert evaluations.

**B. Data Collection**

1. Sources

Identify the primary sources of campaign data, encompassing social media analytics, website analytics, survey responses, and any relevant third-party data repositories.

2. Methods

Define the methods for data collection, considering real-time monitoring, periodic surveys, and collaboration with external partners for enriched datasets.

**C. Visualization Strategy**

1. IBM Cognos

Plan the utilization of IBM Cognos for creating visually compelling dashboards and reports. Consider the audience and tailor visualizations to effectively communicate key insights.



2. Dashboard Elements

Outline the key elements of the dashboards, including interactive charts, trend analyses, and comparative visualizations, to present a holistic view of campaign performance.

**D. Code Integration**

1. Data Cleaning

Identify areas in the data preprocessing phase where code integration can enhance efficiency, ensuring that the data is clean and ready for analysis.

2. Transformation

Specify instances where code can facilitate complex data transformations, making it more amenable for visualization and interpretation.

3. Statistical Analysis

Determine the statistical analyses that can be performed using code to extract deeper insights, such as correlation studies or predictive modeling.

**Conclusion**

This document serves as a comprehensive guide for the initial phase of the project, laying the groundwork for a robust analysis of public health awareness campaigns. The design thinking approach ensures a thoughtful and strategic execution, setting the stage for impactful insights and informed decision-making in subsequent phases.

