Project Design Phase
Proposed Solution Template

Date	27 june 2025
Team ID	LTVIP2025TMID38854
Project Name	trafifictelligence: advanced traffic volume estimation with machine learning
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Increasing traffic congestion due to lack of accurate and real-time traffic volume prediction systems, leading to delays, stress, and fuel waste.
2.	Idea / Solution description	We propose an ML-powered web application that estimates traffic volume using inputs like weather, date/time, holidays, etc., to help users plan better.
3.	Novelty / Uniqueness	Unlike static traffic apps, our solution predicts future traffic volume based on multiple real-time and historical features like weather, holidays, and time.
4.	Social Impact / Customer Satisfaction	Reduces daily commute stress, saves time and fuel, and empowers users with predictive information, enhancing satisfaction and urban mobility.
5.	Business Model (Revenue Model)	Freemium web-based application with ad-based revenue, premium features (e.g., route suggestion), and potential B2B data licensing to transport companies.
6.	Scalability of the Solution	The model can be scaled for use in multiple cities, integrated with smart city traffic systems, or extended to mobile platforms and navigation services.