

In this project, I will apply the industry-standard CRISP-DM methodology for data mining to unlock insights from the extensive vehicle crash dataset provided by NHTSA. My analysis will develop predictive models using four techniques - Decision Trees, Random Forests, Neural Networks and Logistic Regression. The KNIME analytics platform will enable implementing this modeling workflow through its user-friendly graphical interface.

My analysis will leverage this rich data to uncover patterns related to injury severity arising from crashes. I plan to apply predictive modeling techniques to estimate the likelihood of severe injuries resulting from various crash types and configurations. This could spotlight key risk factors amenable for safety interventions, from drunk driving to hazardous road segments. The insights can assist NHTSA and other agencies in quantifying the harm potential of different crash domains and allocating countermeasures appropriately for maximal life and cost savings.

Business Understanding

One of the primary objectives of the National Highway Traffic Safety Administration (NHTSA) is to mitigate the impact of motor vehicle crashes, which result in thousands of fatalities and injuries annually alongside substantial economic costs. Accurate crash data is imperative for developing and assessing highway safety initiatives aimed at reducing this burden. The CRSS dataset I will utilize represents a national probability sample of over 6 million police-reported crashes spanning minor fender-benders to those with devastating outcomes.

The core analytical focus involves modeling personal injury severity arising from the diverse crash conditions represented in the dataset. By applying techniques like neural networks, we can estimate the likelihood of severe injuries based on attributes of the crash, vehicles and drivers. Statistics on crash factors leading to certain injury types can also guide education or enforcement initiatives targeting accident prevention.

Data Understanding

The extensive dataset captures over 20 distinct dimensions spanning driver behavior like speeding, vehicle traits including age and type, road conditions during the crash, collision dynamics and resulting harm. Both numeric metrics like vehicle deformation as well as categorical inputs like crash manner and location are covered.

Careful inspection is needed to quantify missing values and anomalies that could undermine modeling. Assessing feature distributions can also inform appropriate preprocessing and transformation to enable effective application of the planned analytical techniques. The breadth of real-world data will facilitate building generalizable and policy-relevant injury severity models.

Data Preparation:

For this term project focused on analyzing and modeling injury severity in motor vehicle crashes, comprehensive data processing represented an indispensable first step. I was provided extensive data spanning over 20 attributes of crash incidents, with variables like driver alcohol impairment, speeding involvement, weather conditions, vehicle type, and many more factors that could potentially correlate with crash severity outcomes.

However, the majority of these variables were encoded in a raw format that is not suited for direct analysis. My data wrangling aimed to transform the data into a more manageable format for statistical analysis and predictive modeling.

For example, the "Weather_binned" field originally contained over 15 distinct weather states ranging from clear conditions to rain, snow and fog among others. I judiciously aggregated these into "favorable", "unfavorable" and "unknown" buckets to facilitate assessing hypotheses around weather playing a role in crash injury outcomes. A list of some of the other variables categorized:

- Day_week_binned: Categorized day of week into weekdays and weekends. This allows assessing if crash patterns differ on weekdays versus weekends.
- Man_coll_binned: Grouped manner of collision into front, side, rear, and other impacts.

 This can help understand if certain crash orientations lead to more or less severe injuries.
- Speedrel_binned: Binned speeding related variable into yes, no, and unknown categories. This will allow analysis of whether speeding increases injury severity.
- Month_binned: Separated months into winter, summer, and other seasons. This enables examining if time of the year impacts crash outcomes.
- Region: Converted region to a numeric code to describe broader regions like Northeast, Midwest, etc.
- Sex_binned: Categorized biological sex into male, female, and other. Permits evaluating if injury patterns differ by sex.
- Hour_binned: Divided time of day into daytime and nighttime. Checks if late night crashes lead to more severe injuries for instance due to fatigue.

- Drinking_binned: Classified police-reported alcohol involvement into yes, no, and unknown. Essential for analyzing if alcohol use increases injury severity.

And over 10 other variables similarly binned. This extensive preprocessing of categorical data will enable more impactful statistical and predictive modeling during my term project. By judiciously binning variables, I have retained enough detail for insightful analysis while simplifying unwieldy raw data. Descriptive definitions for each variable have also been recorded for reference. In summary, thoughtful data wrangling represents an indispensable first step towards a successful data science application.

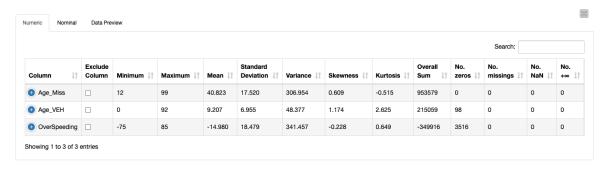


Figure 1: Numeric data on Data explorer.

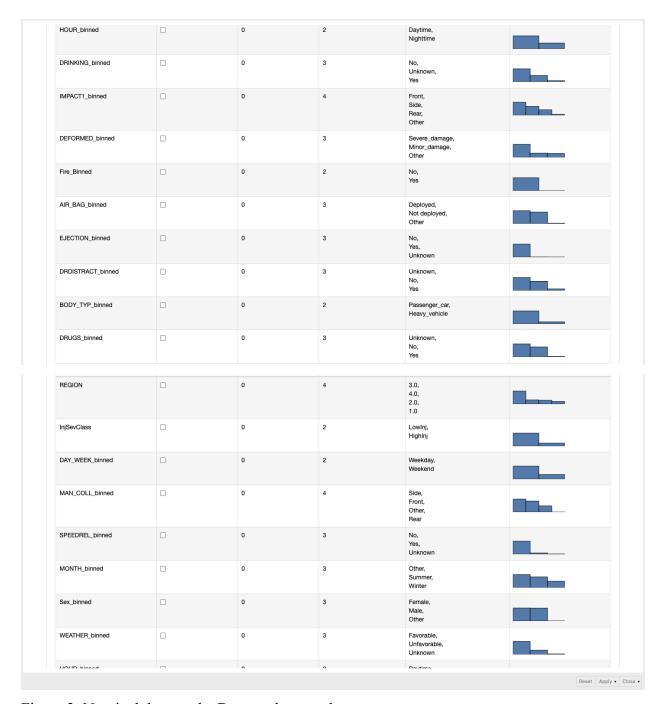


Figure 2: Nominal data on the Data explorer node.

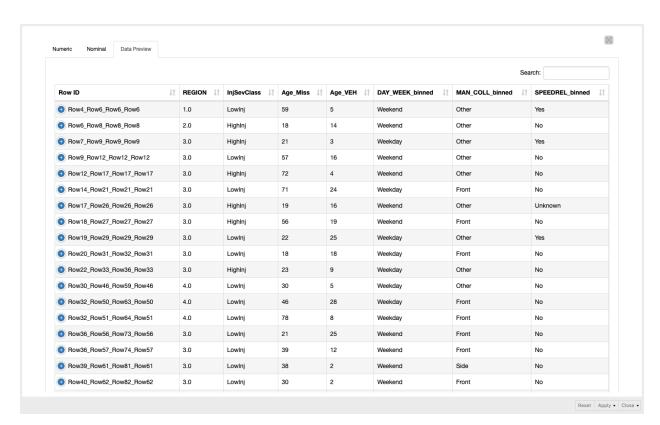


Figure 3: Data Preview on the Data explorer node.

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| Ro | ow4_Row | 1.0 | | LowInj | 59 | 5 | Weekend | Other | Yes | -15 | Winter | Male | Unfavorable |
| Ro | ow6_Row | 2.0 | | Highlnj | 18 | 14 | Weekend | Other | No | 5 | Winter | Male | Favorable |
| Ro | ow7_Row | 3.0 | | Highlnj | 21 | 3 | Weekday | Other | Yes | 30 | Winter | Male | Unfavorable |
| Ro | ow9_Row | 3.0 | | LowInj | 57 | 16 | Weekend | Other | No | 0 | Winter | Male | Favorable |
| Ro | ow12_Ro. | 3.0 | | Highlnj | 72 | 4 | Weekend | Other | No | -15 | Winter | Male | Favorable |
| Ro | ow14_Ro. | 3.0 | | LowInj | 71 | 24 | Weekday | Front | No | -45 | Winter | Female | Favorable |
| Ro | ow17 Ro. | 3.0 | | Highlnj | 19 | 16 | Weekend | Other | Unknown | -15 | Winter | Male | Favorable |
| Ro | ow18_Ro. | 3.0 | | Highlnj | 56 | 19 | Weekend | Front | No | -25 | Winter | Male | Unfavorable |
| | ow19_Ro. | | | LowInj | 22 | 25 | Weekday | Other | Yes | -5 | Winter | Male | Unknown |
| _ | ow20 Ro. | | | Lowinj | 18 | 18 | Weekday | Front | No | -5 | Winter | Female | Favorable |
| | ow22_Ro. | | | Highlnj | 23 | 9 | Weekday | Other | No | -10 | Winter | Male | Unfavorable |
| | ow30_Ro. | | | LowInj | 30 | 5 | Weekday | Other | No | 15 | Winter | Male | Favorable |
| _ | ow32_Ro. | | | LowInj | 46 | 28 | Weekday | Front | No | -10 | Winter | Female | Unfavorable |
| _ | ow32 Ro. | | | Lowinj | 78 | 8 | Weekday | Front | No | -35 | Winter | Male | Unfavorable |
| _ | ow36 Ro. | | | Lowini | 21 | 25 | Weekend | Front | No | 10 | Winter | Male | Favorable |
| _ | ow36_Ro. | | | Lowlni | 39 | 12 | Weekend | Front | No | 0 | Winter | Female | Favorable |
| _ | ow39 Ro. | | | Lowinj | 38 | 2 | Weekend | Side | No | -15 | Winter | Female | Favorable |
| _ | ow40_Ro. | | | Lowinj | 30 | 2 | Weekend | Front | No | 0 | Winter | Male | Unfavorable |
| _ | ow40_Ro. | | | Lowinj | 35 | 9 | Weekend | Front | No | -10 | Winter | Female | Unfavorable |
| _ | ow42_Ro. | | | Lowlni | 28 | 32 | Weekend | Side | No | -58 | Winter | Male | Favorable |
| _ | ow48_Ro. | | | Highlnj | 37 | 10 | Weekend | Front | No | 0 | Winter | Male | Favorable |
| _ | ow48_Ro. | | | Highlnj | 46 | 4 | Weekend | Front | No | 0 | Winter | Female | Favorable |
| | ow53_Ro. | | | Lowini | 38 | 4 | Weekday | Side | No | 5 | Winter | Female | Unfavorable |
| _ | ow55_Ro. | | | Lowinj | 65 | 17 | Weekday | Other | Yes | -25 | Winter | Male | Unfavorable |
| _ | ow62_Ro. | | | Lowinj | 26 | 5 | Weekday | Front | No | -35 | Winter | Male | Favorable |
| | ow64_Ro. | | | Highlnj | 58 | 16 | Weekday | Other | Yes | -25 | Winter | Male | Unfavorable |
| | ow65_Ro. | | | Lowinj | 40 | 27 | Weekday | Other | No | -25 | Winter | Male | Favorable |

Figure 4: Colored Rows based on InjurySevClass values.

Model Building and Testing:

A- Decision Tree Model:

After understanding the business problem, exploring and transforming the data, according to the CRISP-DM methodology, we proceed to the fourth step, which involves building our models. To accomplish this, we employed a 10-fold partitioning technique with equal size sampling. The data was divided into ten groups, with each group containing an equal proportion of the dataset. This approach ensures that the training and testing sets are representative of the overall data distribution. Additionally, the partitioning was stratified based on the InjSevClass column to maintain the proportional representation of each class in both the training and testing sets. To ensure consistent results, we used a random seed value of 12345 during the partitioning process

In the next step, we built a Decision Tree model, having the target variable being the column named InjSevClass. To evaluate the model and check its accuracy, Knime offers various tools, in this analysis we can use a tool called Scorer and also plotting it on the ROC curve. For the low specificity where the minority class of values get predicted with a lower success rate of around 60%, we decided to choose equal size sampling to help balancing the training data, and we can see the new accuracy rate in Figure 5. While Figure 6 shows the plotted ROC curve derived from this decision tree model. Lastly, the Decision Tree graphical model of the first two levels is shown in Figure 7.

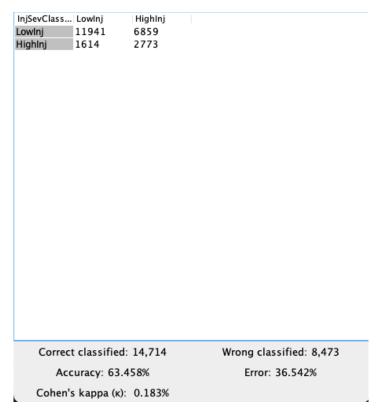


Figure 5: Decision Tree Scorer.

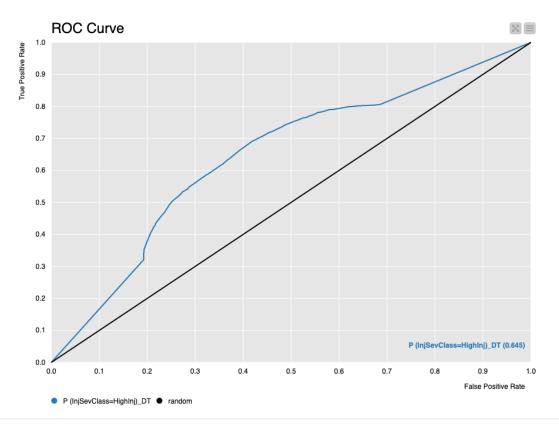


Figure 6: Decision Tree ROC Curve.

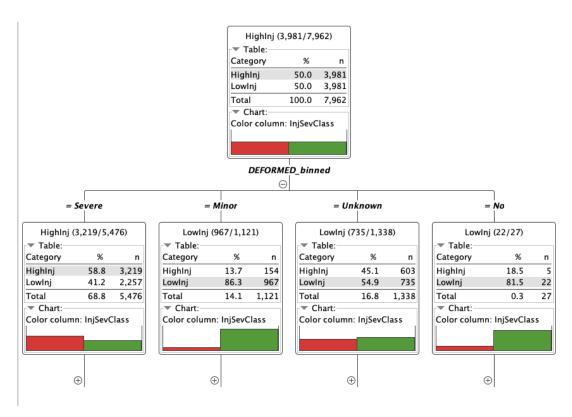


Figure 7: Two levels Decision Tree.

B- Random Forest Model:

Similar to how we created the Decision Tree model, we can use the exact same settings we used to create the Random Forest model to be able to compare the accuracy that each model produce. And as the fifth step of the CRISP-DM methodology focuses on testing and evaluating the output of the newly built models, we will use the two tools we used previously, the Scorer and ROC Curve, displayed in Figure 8 and 9 respectively.

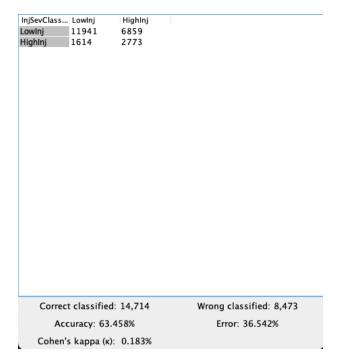


Figure 8: Random Forest Scorer.

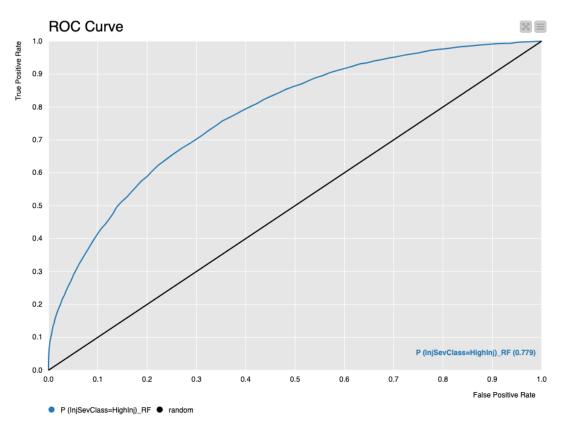


Figure 9: Random Forest ROC Curve.

C- Neural Network (MLP type) Model:

The third model utilizes a neural network (MLP) structured with multiple connected nodes to preprocess the data before feeding it into the machine learning algorithm. Specifically, the variables and data are converted into numerical categories via a one-to-many node. The data then passes through a normalization node to standardize the data range. After preprocessing, the data goes into partition and MLP learner nodes, which have the InjSevClass column set as the target variable. Accuracy metrics are generated by ROC Curve and Scorer nodes in KNIME. The full workflow with intermediate outputs is visualized in the accompanying figures.

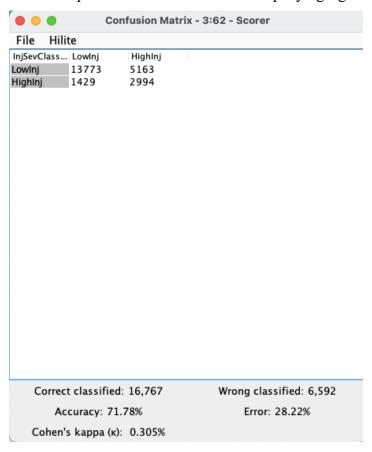


Figure 10: Neural Network Scorer.

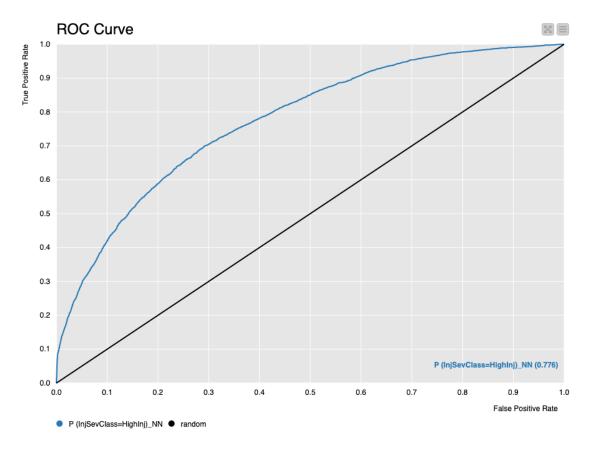


Figure 11: Neural Network ROC Curve.

D- Logistic Regression (LR) Model:

The final model employs logistic regression (LR), structured in KNIME with a series of nodes for data preprocessing before the machine learning algorithm. As in the prior neural network model, the raw data is converted to numerical categories via a one-to-many node, then normalized across variables through a normalization node. The processed data is partitioned and fed into the LR learner, with the InjSevClass set again as target output variable. Model accuracy is evaluated by routing the LP model predictions into ROC Curve and Scorer nodes native to KNIME. These provide numeric metrics and visual evaluation of how well injury severity level is predicted. The complete workflow - data transformations, LP model building, accuracy checking - is visualized in the accompanying figures within the KNIME interface.



Correct classified: 16,459 Wrong classified: 6,900
Accuracy: 70.461% Error: 29.539%
Cohen's kappa (κ): 0.302%

Figure 12: Logistic Regression Scorer.

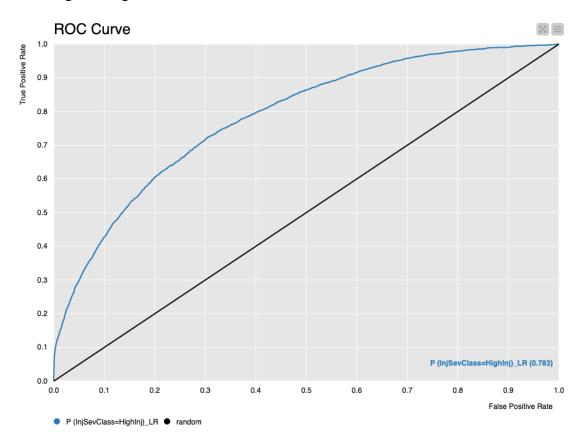


Figure 13: Logistic Regression ROC Curve.

Testing and Evaluation:

To compare the performances of all the models we used in this report, Decision Tree, Random Forest, Neural Network, and Logistic Regression, we created an ROC curve that combines the output of each into one chart, Figure 15. The Logistic Regression model performed better than the other models with 0.783 accuracy. On the other hand, the model that yielded the lowest prediction results is Decision Tree model with 0.645 accuracy. Therefore, the Logistic Regression model is preferred to the other models we built for having more accuracy and less error rate.

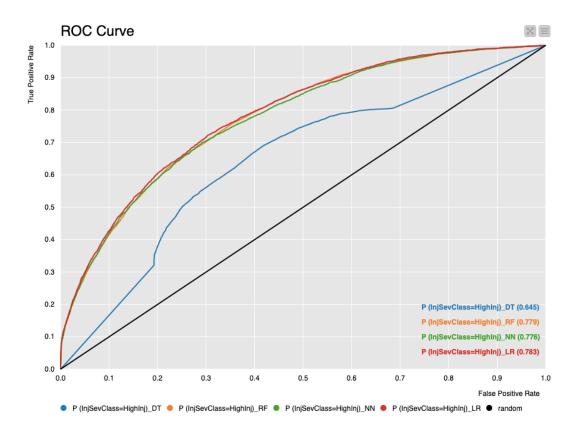


Figure 14: ROC Curve combining all the models.

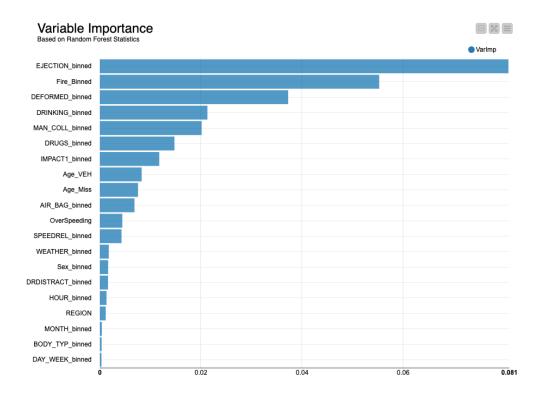


Figure 15: Random Forest Importance Graph

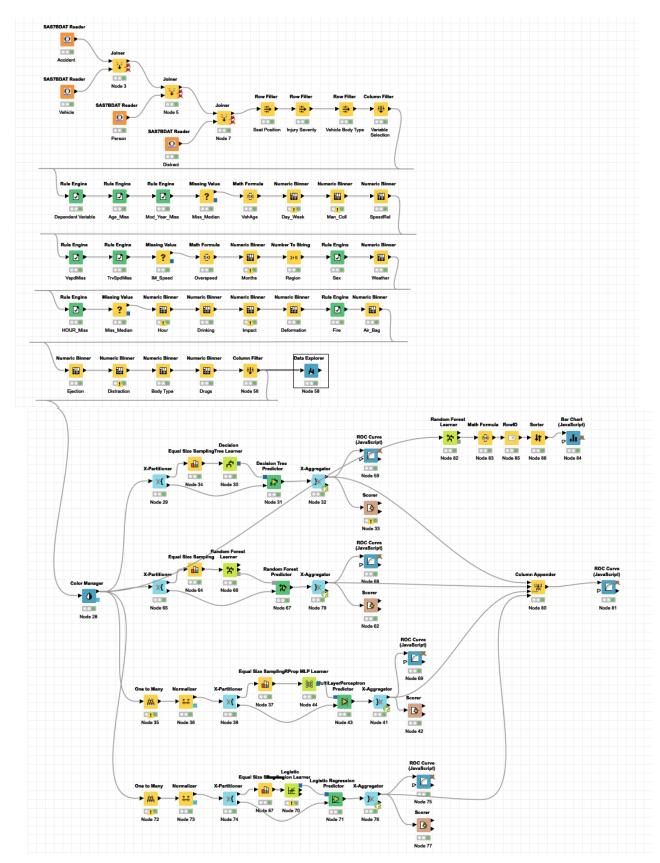


Figure 16: Knime Workflow.