COURSERA – CAPSTONE PROJECT

Car accident severity

**BUSINESS UNDERSTANDING**

Car accident data and machine learning can be used to give drivers a better information about the risk to have a severe car accident in a certain area and under certain conditions like weather, road and visibility. Applications like Waze, Google Maps or Tom Tom GPS Navigation Traffic could usefully display this information to the drivers when crossing the area.

The target audience is the drivers who can travel more safely thanks to a synthetic information about past car accidents in all the areas where the risk is important (corresponding to a severe car accident). All the drivers will certainly be interested in it. Insurance companies may be ready to invest in such a project as safer drivers involves less accident expenses for them.

The information on car accidents will be based on a model predicting the severity of road accidents under conditions. All the data come from the dataset provided by the SDOT Traffic Management Division in Seattle. Once the model completed and the prediction available, real time conditions (weather, road, and visibility) could be added to give a more precise information to the driver.