



# Road Casualty Analysis

## Data source

- Data source: <https://data.gov.uk/>

## Find open data

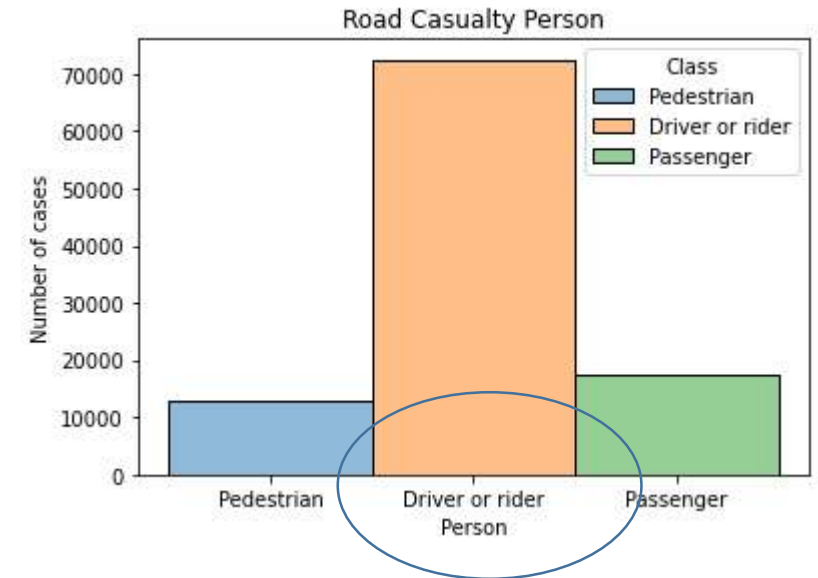
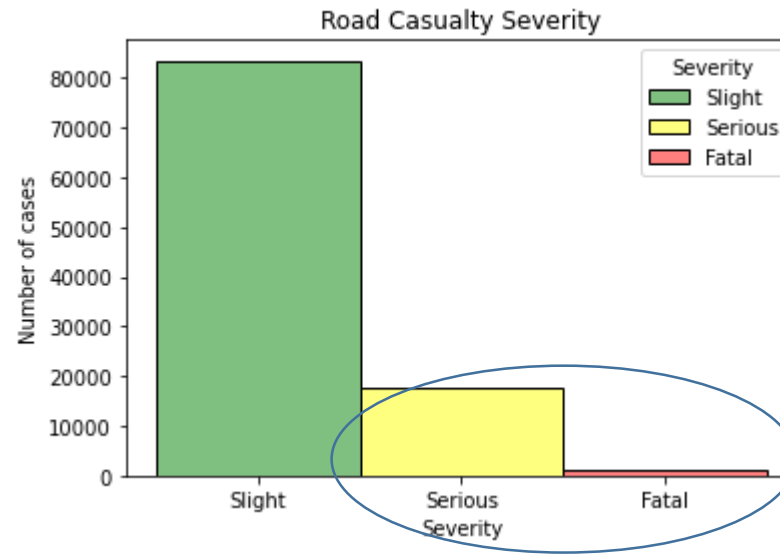
Find data published by central government, local authorities and public bodies to help you build products and services



<u><a href="#">Business and economy</a></u> Small businesses, industry, imports, exports and trade	<u><a href="#">Government</a></u> Staff numbers and pay, local councillors and department business plans	<u><a href="#">Towns and cities</a></u> Includes housing, urban planning, leisure, waste and energy, consumption
<u><a href="#">Crime and justice</a></u> Courts, police, prison, offenders, borders and immigration	<u><a href="#">Government spending</a></u> Includes all payments by government departments over £25,000	<u><a href="#">Transport</a></u> Airports, roads, freight, electric vehicles, parking, buses and footpaths
<u><a href="#">Defence</a></u> Armed forces, health and safety, search and rescue	<u><a href="#">Health</a></u> Includes smoking, drugs, alcohol, medicine performance and hospitals	<u><a href="#">Digital service performance</a></u> Cost, usage, completion rate, digital take-up, satisfaction
<u><a href="#">Education</a></u> Students, training, qualifications and the National Curriculum	<u><a href="#">Mapping</a></u> Addresses, boundaries, land ownership, aerial photographs, seabed and land terrain	<u><a href="#">Government reference data</a></u> Trusted data that is referenced and shared across government departments
<u><a href="#">Environment</a></u> Weather, flooding, rivers, air quality, geology and agriculture	<u><a href="#">Society</a></u> Employment, benefits, household finances, poverty and population	

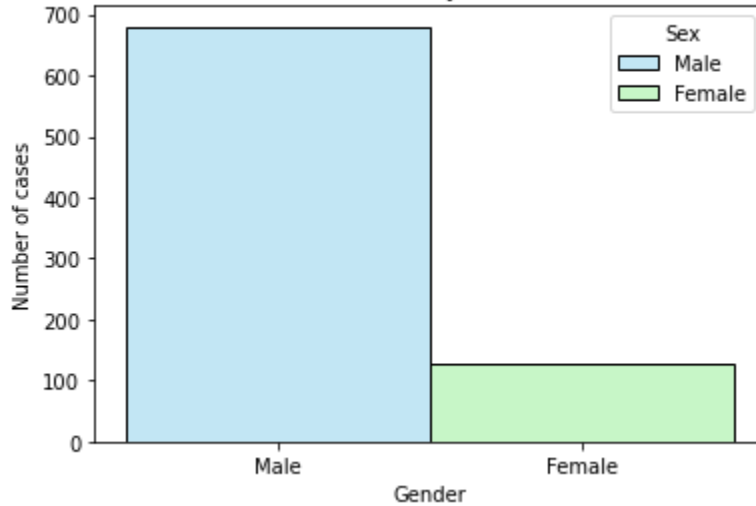
# Objective

- To identify key factor of fatal and serious road casualty of driver and rider in 2020
- To provide recommendation

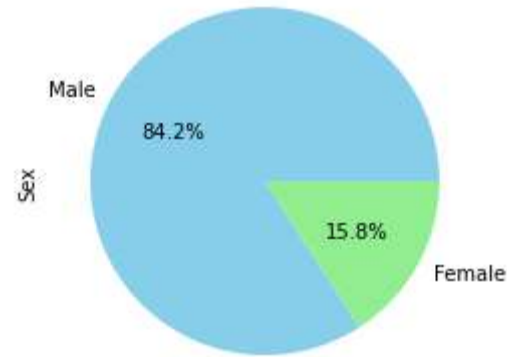


# Fatal case

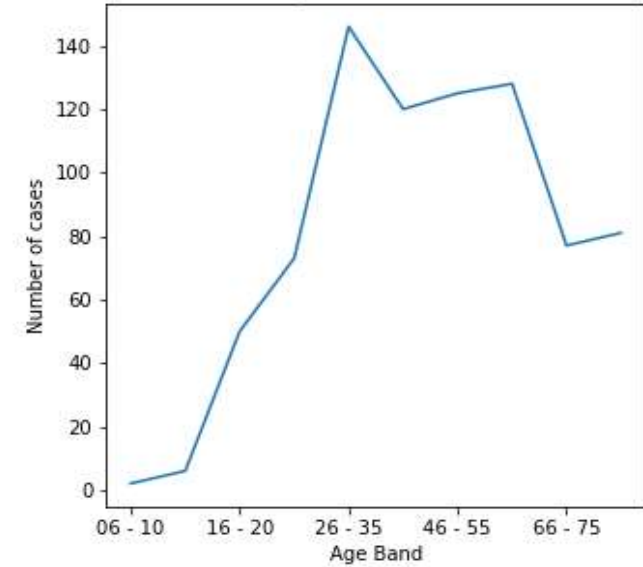
Fatal case by Gender



Fatal case by Gender by %

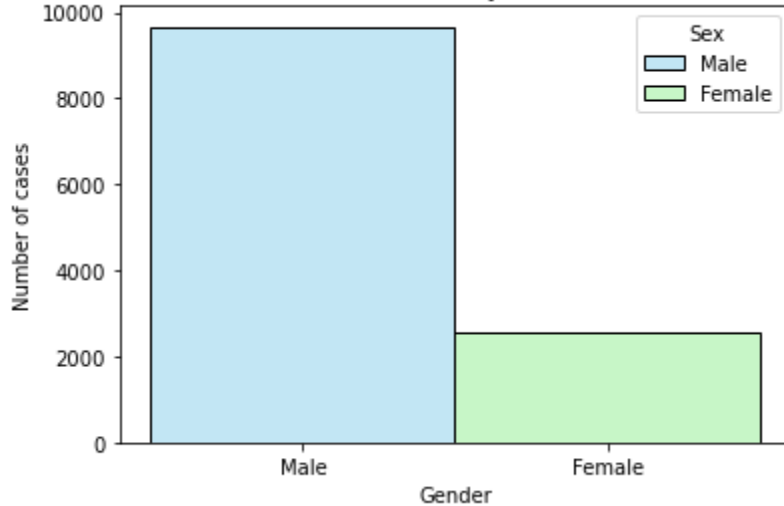


Age of Fatal case

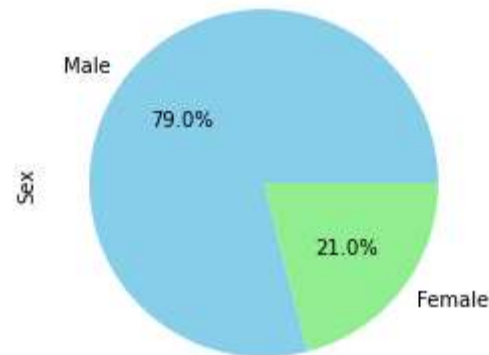


# Serious case

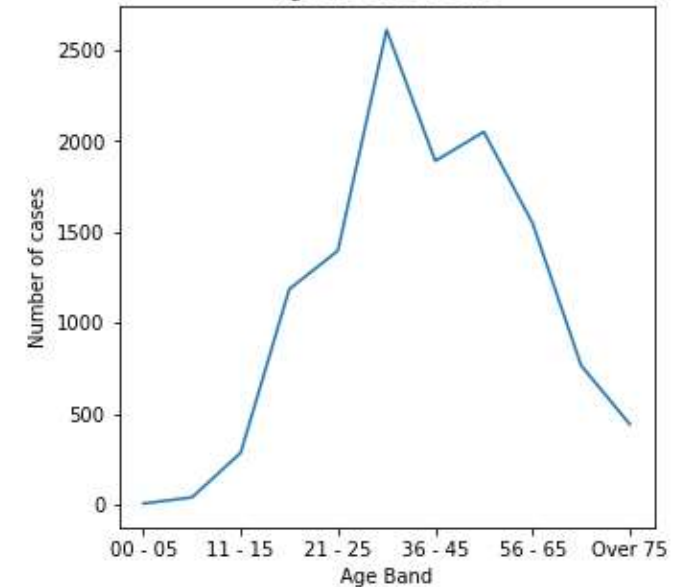
Serious case by Gender



Serious case by Gender by %



Age of Serious case





# Recommendation

## For general public

- Person over 60 should travel by public transportation (if feasible), as if casualty happens, it is more likely that it is a fatal casualty.
- Male should travel by car, instead of motorcycle or bicycle (if feasible), as the risk of fatal and serious casualty is higher than travel by car.

## For government

- Government may need to implement bicycle license for rider.

## For insurance company

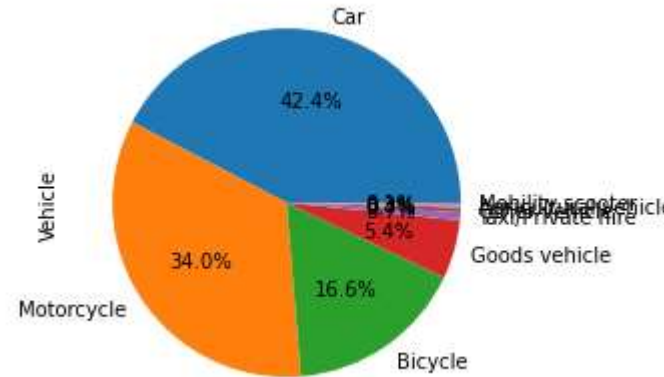
- Higher insurance premium should be collected from male with motorcycle or bicycle, as risk of fatal and serious casualty is higher.

## For motorcycle company

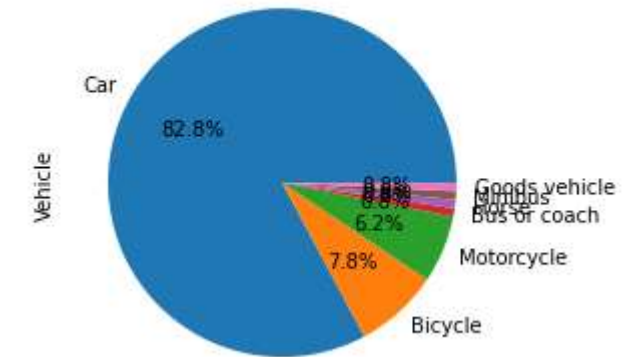
- To review whether motorcycle and bicycle could be enhanced (launch a new product with higher profit margin) to reduce casualty for male.

## Fatal case

Vehicle of Male in Fatal case by %

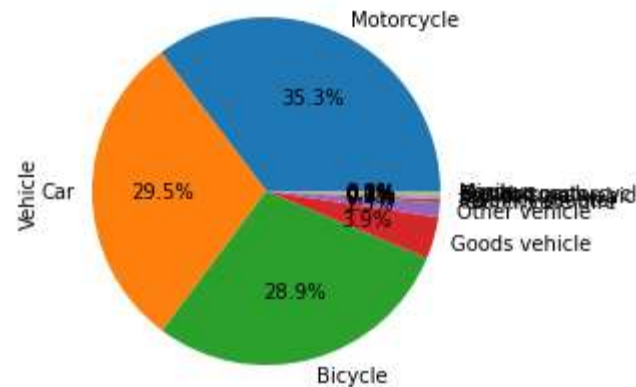


Vehicle of Female in Fatal case by %



## Serious case

Vehicle of Male in Serious case by %



Vehicle of Female in Serious case by %

