**Project Design Phase**

**Proposed Solution Template**

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| Date | 27 June 2025 |
| Team ID | LTVIP2025TMID44293 |
| Project Name | Traffic Intelligence : 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.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Traffic congestion is a significant challenge in urban areas,causing delays,increased fuel consumption and pollution. |
|  | Idea / Solution description | The project purposes a ML based solution for real-time traffic volume estimation using sensor data. |
|  | Novelty / Uniqueness | AI-powered Estimation  Low-cost Deployment  Real-time Adaptability  Scalable Integration |
|  | Social Impact / Customer Satisfaction | Reduced Congestion  Improved Emergency Response  Environmental Benefits  Public Satisfaction |
|  | Business Model (Revenue Model) | B2G(Business-to-Government)  B2B SaaS  Installation and Maintenance Services  Data Monetization |
|  | Scalability of the Solution | Geographical Expansion  Modular Architecture  Cloud & Edge Support  Integration-Ready |