**Project Design Phase**

**Proposed Solution Template**

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| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID60630 |
| Project Name | Traffictelligence:Traffic Volume Estimation using 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) | Manual traffic volume estimation is slow, error-prone, and not real-time. Authorities need an accurate system to estimate traffic flow efficiently. |
|  | Idea / Solution description | We propose a machine learning-based model that predicts traffic volume using real-time data from GPS, sensors, or traffic logs. The model helps monitor and plan traffic with greater accuracy. |
|  | Novelty / Uniqueness | Unlike traditional traffic counters, this system uses data-driven ML techniques and integrates weather/time factors to improve prediction accuracy. |
|  | Social Impact / Customer Satisfaction | This solution can be offered as a subscription-based traffic analysis tool to government agencies, smart city projects, and logistics companies. |
|  | Business Model (Revenue Model) | This solution can be offered as a subscription-based traffic analysis tool to government agencies, smart city projects, and logistics companies. |
|  | Scalability of the Solution | The model can be deployed city-wide and scaled across regions by feeding it local data sources. It is adaptable to different cities and road conditions. |