**ROAD TRAFFIC ANALYSIS EXCEL PROJECT**

**6.0. Key Findings and Insights**

1. Most accidents occur in the afternoon and on Fridays.
2. Dry road conditions contribute to the highest number of accidents, but wet roads still pose risks.
3. Young drivers from age (18-30) are the most involved age group.
4. Private vehicles (consisting of Automobiles, Station Wagons, and Pick up Vehicles) contribute to the highest number of casualties.
5. Reckless driving and failure to follow traffic rules are the leading causes of accidents.
6. Drivers and pedestrians are the most affected groups in accidents.
7. Education level may play a role in accident involvement.

**7.0. Recommendations & Action Plan**

**1. Improve Traffic Law Enforcement:**

* Increase patrols and automated monitoring on Fridays and afternoon peak hours to reduce reckless driving.
* Implement stricter penalties for traffic rule violations since they account for most accidents.

**2. Driver Awareness & Education:**

* Target young drivers from age (18-30) with road safety training.
* Use digital campaigns and community outreach programs to promote safe driving behaviors.

**3. Infrastructure & Road Safety Improvements:**

* Install better lighting and reflective road signs in high-risk night zones.
* Enhance drainage systems on roads prone to flooding.