Task 3 - ROAD ACCIDENT ANALYSIS DASHBOARD

[DASHBOARDS SUMMARY]

1. Urban vs. Rural Distribution

- **Urban areas account for the majority (61.23%) of casualties**, while rural areas make up 38.7%.
- This suggests that higher traffic density and urban congestion contribute significantly to accident rates.

2. Road Surface Conditions

- **Most accidents (66.87%) occurred on dry roads**, with only 27.54% on wet or damp surfaces.
- This indicates that adverse weather is not the primary cause; high volumes and possible driver behavior on dry roads may be more influential.

3. Day of the Week Patterns

- **Friday sees the highest number of casualties (68K)**, followed by similar numbers on Tuesday, Wednesday, and Thursday.
- **Sunday has the lowest casualties (49K)**, possibly due to reduced commuting and commercial activity.

4. Accident Severity

- **The vast majority of casualties are classified as 'Slight'**, with far fewer 'Serious' and 'Fatal' cases.
- This highlights that while accidents are frequent, most are not life-threatening.

5. Vehicle Type Involvement

- **Cars are involved in the most casualties by a large margin**.
- Other vehicles like vans, motorcycles, and buses contribute much less to the total, indicating cars are the primary focus for road safety interventions.

6. Geographic Distribution

- **The map shows a concentration of casualties in major urban centers**, especially in and around cities in England.
- This spatial clustering aligns with the higher urban casualty rate and suggests targeted interventions in these hotspots could be effective.

➢ **Urban environments and cars are the main contributors to road accident casualties.**

➢ **Most accidents occur on dry roads and on weekdays, especially Fridays.**

➢ **The majority of accidents are minor, but the volume is high, indicating a need for preventive measures focused on urban driving and car safety.**