FeyNN LABS

Machine Learning Internship

A Market Segmentation Case Study Report On Forward Collision Warning System

By : Kishan Singh

Abstract

With more vehicles on the roads, collisions are now one of the leading causes of safety. In many accidents, drivers cannot make judgments in real-time with regards to distance and speed, particularly in heavy traffic or at high speeds. Systems currently deployed may not provide sufficient accuracy or flexibility to counter such issues effectively. We designed a system that can detect nearby objects, calculate distances, and alert drivers of possible collisions based on proximity and speed to enhance safety and minimize accidents.

This project addresses market segmentation challenges by providing a versatile collision warning system suitable for various industries and user groups. From automotive manufacturers to fleet operators and smart city initiatives, the system adapts to diverse requirements. It can be integrated into advanced driver-assistance systems (ADAS) in new vehicles or deployed as an aftermarket solution for existing fleets. Its ability to dynamically identify high-risk objects and deliver real-time alerts makes it a valuable tool for logistics, public transportation, and even retail consumers seeking enhanced safety features. By bridging the gap between technological capabilities and market needs, this system offers a scalable and practical solution.

This report includes details on data collection, data analysis, algorithm design, and system implementation. It also outlines the use of real-time video streams, object detection techniques, distance calculation algorithms, and warning mechanisms. The analysis demonstrates the system's accuracy and effectiveness, providing insights into its potential for adoption across various market segments.

Objective

The main objective of this project is to enhance road safety by creating a system that detects vehicles and objects in real-time, calculates their distances, and provides timely collision warnings. This helps prevent accidents by alerting drivers when objects are too close or moving at unsafe speeds.

1. The system uses YOLOv5, a state-of-the-art object detection model, to identify vehicles, pedestrians, and other objects in video streams with high accuracy. This detection capability forms the foundation for identifying potential risks in real-time and ensures the system performs reliably under various conditions, such as different lighting or traffic densities.
2. Distance calculation algorithms estimate the proximity of detected objects based on their bounding box dimensions in the video frames. This allows the system to determine whether an object is within a critical range, providing an essential parameter for collision prediction. By ensuring accurate measurements, the system can assess risks effectively, even in complex traffic scenarios.
3. The system dynamically evaluates the speed and distance of nearby objects. If an object is detected within 50 meters and its speed exceeds 10 m/s, the system triggers an immediate collision warning. These alerts are designed to be clear and actionable, ensuring that drivers can respond quickly to avoid potential collisions.

To achieve these objectives, the project employs a robust technological stack, including Python for processing, OpenCV for video analysis, and YOLOv5 for object detection. Video footage serves as the primary input, with the system identifying objects, calculating distances, and analyzing speed in real-time.

Fermi Estimation

To estimate the market potential for this system, we can break down the problem into smaller, logical assumptions and approximations, using Fermi Estimation.

1. **Global Vehicle Market Size:**
   There are about 1.5 billion vehicles worldwide . Of these, 25% (375 million vehicles) are new cars or fleets which will be serviced .
2. **Market Adoption Rate:**
   Assuming an adoption rate of 10% of the 375 million.
   This results in a short- to medium-term target market size of 37.5 million vehicles.
3. **Average Selling Price (ASP):**
   For the OEM market - $100 per unit . For retrofitting fleets or older vehicles: $150 per unit (due to higher installation requirements) .
   Assuming 60% of sales come from OEMs and 40% from retrofitting :
   Weighted ASP = (60% × $100) + (40% × $150) = $120.
4. **Revenue Potential:**
   37.5 million units sold at an average price of $120:
   Revenue Potential = 37.5M × $120 = $4.5 billion.

Conclusion

This Fermi estimate would make the market potential of the Forward Collision Warning System $4.5 billion in the short to medium term and expand to $9 billion annually for the next 7-8 years with further growth based on increased adoption as well as an increasing safety awareness in the world vehicle market.

Government Support : Initiatives and Policies

Government support and initiatives for road safety and technologies like the Forward Collision Warning System are aimed at improving traffic safety and reducing accidents. Some key initiatives include:

1. **Funding and Incentives for Safety Technologies:** Governments may provide funding, subsidies, or tax incentives to manufacturers for integrating advanced safety systems like collision warning into vehicles, encouraging adoption.
2. **Regulations and Mandates:** Some governments may introduce laws or regulations that require certain safety technologies to be included in new vehicles or retrofitted in older vehicles. For example, many countries are making systems like lane departure warnings and collision avoidance mandatory for new cars.
3. **Smart City Projects:** Governments are investing in smart city initiatives, where traffic management systems use technologies like collision warning systems, cameras, and sensors to improve road safety, monitor traffic flow, and reduce accidents.
4. **Public Awareness Campaigns:** Governments may run public awareness programs to promote road safety, educate drivers about new technologies, and encourage safer driving behaviours.
5. **Grants and Research Funding:** Governments may fund research and development programs for innovation in vehicle safety systems, including AI-based collision detection and prevention technologies, to promote safer roads.

Overall, these initiatives help accelerate the adoption of safety technologies and ensure that systems like the Forward Collision Warning System become integral to reducing road accidents and saving lives.

Exploratory Data Analysis and Market Segmentation

Exploratory Data Analysis (EDA) for the Forward Collision Warning System involves a detailed process of understanding, visualizing, and analyzing the data generated from video feeds, object detection, and collision predictions. This process is essential for improving the system's functionality, as it helps identify patterns, potential issues, and relationships between key variables.

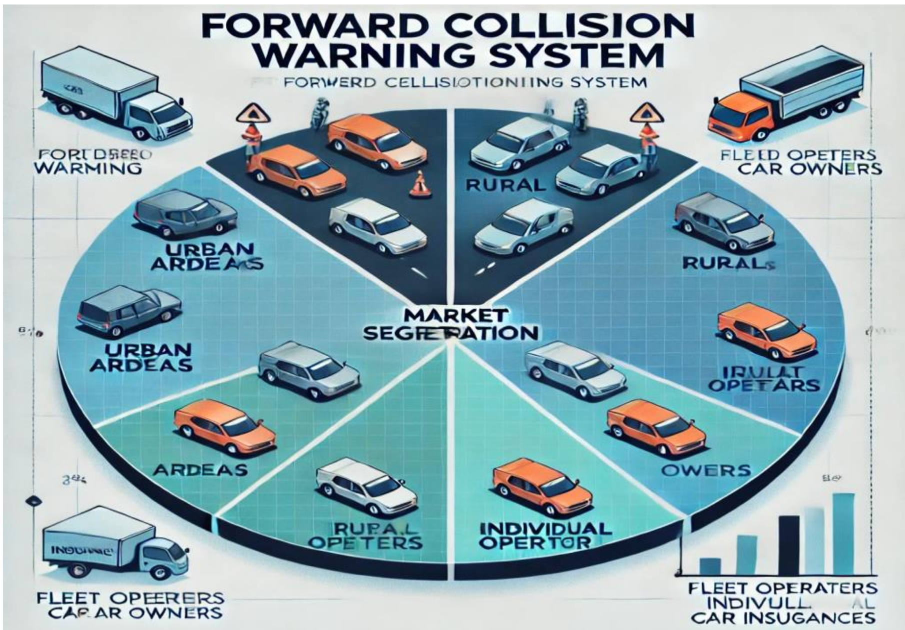
1. **Understanding the Data:** You would first look at the video frames, which contain information about vehicles, pedestrians, and other objects. EDA helps you visualize how often certain objects appear and their sizes, speeds, and positions in the frames.
2. **Detecting Patterns:** By using EDA techniques, you can analyze the patterns in vehicle speeds, distances between vehicles, and the frequency of potential collision warnings.
3. **Identifying Anomalies:** If certain data points are incorrect, such as unusually high speeds or missing vehicle information, EDA helps to spot these anomalies and clean the data for more accurate results.
4. **Relationships Between Variables:** EDA can also help identify the relationship between variables like vehicle distance, speed, and the likelihood of triggering a collision warning.

Market Segmentation for the Forward Collision Warning System

When considering market segmentation for this collision warning system, the goal is to identify different groups of people or businesses that would benefit from the system.

1. **Geographic Segmentation:**

   Urban Areas: In cities with heavy traffic, where accidents are more likely, this system would be valuable for taxis, buses, and delivery vehicles to prevent collisions.
   Rural Areas: In less populated, high-speed areas, this system can help prevent accidents due to reduced visibility or less traffic monitoring.

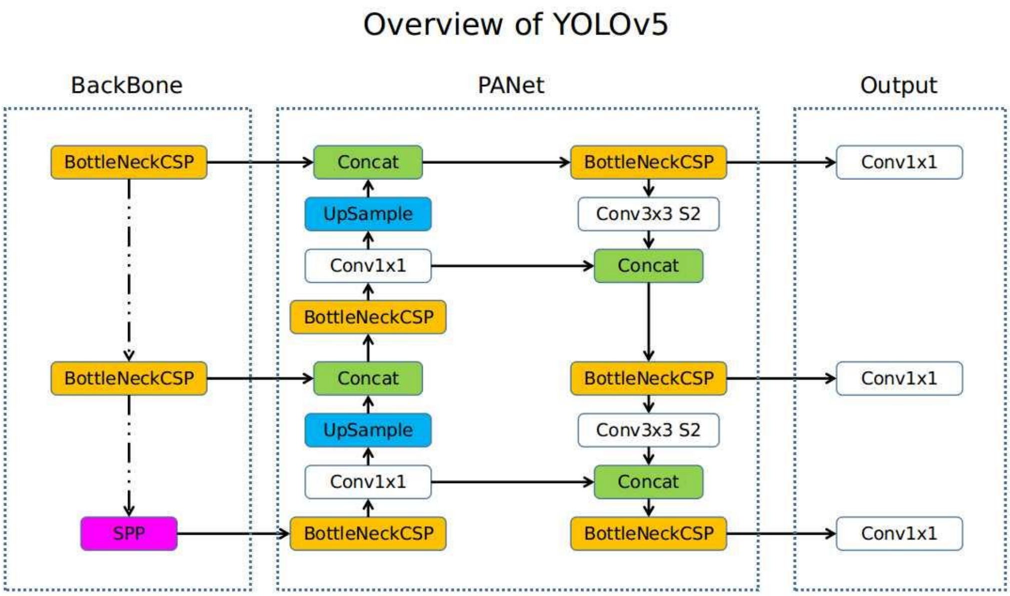


2. **Behavioural Segmentation:**

   Safety-Conscious Drivers: Drivers who prioritize safety might be more likely to adopt this system, as it helps avoid accidents and ensures safer driving.
   Insurance Companies: Companies could offer discounts to users of this system since it reduces the risk of accidents and claims.

Overview of YOLOv5

YOLOv5 (You Only Look Once version 5) is one of the most advanced and widely used object detection models in the field of computer vision. It belongs to a series of "YOLO" models that have revolutionized real-time object detection, offering a highly efficient way to detect and classify multiple objects in images or video frames. YOLOv5 is specifically designed to work in real-time applications where speed and accuracy are crucial, such as in autonomous driving, video surveillance, and robotics.



YOLOv5's specialties for a Forward Collision Warning System (FCWS) include:

1. **Real-Time Detection**: It processes video frames quickly, ensuring timely collision warnings, which is crucial for safety in high-speed driving situations.

2. **High Accuracy**: YOLOv5 accurately detects objects of varying sizes and distances, minimizing false positives and negatives.

3. **Multi-Scale Detection**: It can detect both close and far objects, such as nearby vehicles or pedestrians, enhancing overall detection performance.

4. **Adaptability**: It works well in diverse environments (urban, highway, rural) by handling varying traffic conditions and object types.