

# 1. Introduction and Business Plan

## 1.1. Background and Problem

Car accidents have a very high impact in society. According to the National Highway Traffic Safety Administration, the cost of car accidents in terms of economy and society amounts to \$871 billion per year. The study published by this entity states that every day, over a hundred people die every day due to a motor vehicle crash. In other terms, that means a death every 14 minutes, according to the data collected by the organization in 2016. **The aim of this study is to predict, based on selected factors, how the severity of car accidents could be reduced.**

Source: Summary of Motor Vehicle Crashes, National Highway Traffic Safety Administration, September 2018

## 1.2. Stakeholders

The Public Development Authority of Seattle can benefit from the reduction in the severity of accidents. Additionally, the drivers might be interested in knowing the main causes and factors of severe car crashes to be able to pay special attention to them, therefore reducing the frequency and severity of accidents.