**BUSINESS UNDERSTANDING**

**Problem Statement:**

To build a model to predict the occurrence of car road accident and the severity of it by using historical data, which consists of the details of occurrence of an accident and the underlying circumstances which might led to it .

**Background:**

Road transportation is widely used means of transport and safety of the travellers is primary . On observing an increase in the no. of accidents , and based on the severity the damage not only pertains to public, private property , but also a risk for many lives. Cost of reconstruction , insurance and loss of human resource has an overall impact on the GDP directly or indirectly. These facts has made predicting of accident severity an investigating topic for research.

In most instances, the reluctance of the driver- abusing drugs, alcohol, rash driving caused accidents , which can be prevented by more stringent rules and educative programs. The other factors would be harsh weather and bad road conditions , whose data can be used for alerting the drivers and police.

**Stakeholders:**

The target audience of the project and their interests are:

* Car Driver- People who are planning to drive would be careful looking at the probability. If a certain location has major accidents , then the driver may drive in another route to avoid risk.
* Pedastrians- Pedastrians will be careful while walking on the roads of a accident prone area, weather condition, road condition
* Local government- Government will take measures based on the stats and the factors which are positively correlated with the severity like more stringent rulee, road cleanup activities, proper lighting , sign boards  *(cont.)*
* Traffic police department-Employing more traffic police in such conditions to mitigate risk