**BUSINESS UNDERSTANDING**

**Problem Statement:**

To build a model to predict the occurrence of 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 is driver, local government, police, rescue groups, and finally, car insurance institutes. The model and its results are going to provide some advice for the target audience to make insightful decisions for reducing the number of accidents and injuries for the city.