

Predicting the severity of a car crash



Introduction: Business Problem

- Everyday we can find traffic accidents in every city of the world. These accidents are caused by several reasons: reckless behaviour, lapse of concentration, bad weather conditions, vehicles in bad conditions... Due to the negative consequences that these accidents have, it is vital to find the reasons for them, in order to predict what accidents could happen under what circumstances, so they can be avoided.
- This could be beneficial for a lot of people: drivers, government, insurance companies, vehicle manufacturers... Every one of these stakeholders could use some of this research for their own benefit.
- In this project I will study the correlation between some of the circumstances that led to a car accident and the car accidents themselves, elaborating a model who predict the severity of an accident based on these variables.

