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Data View

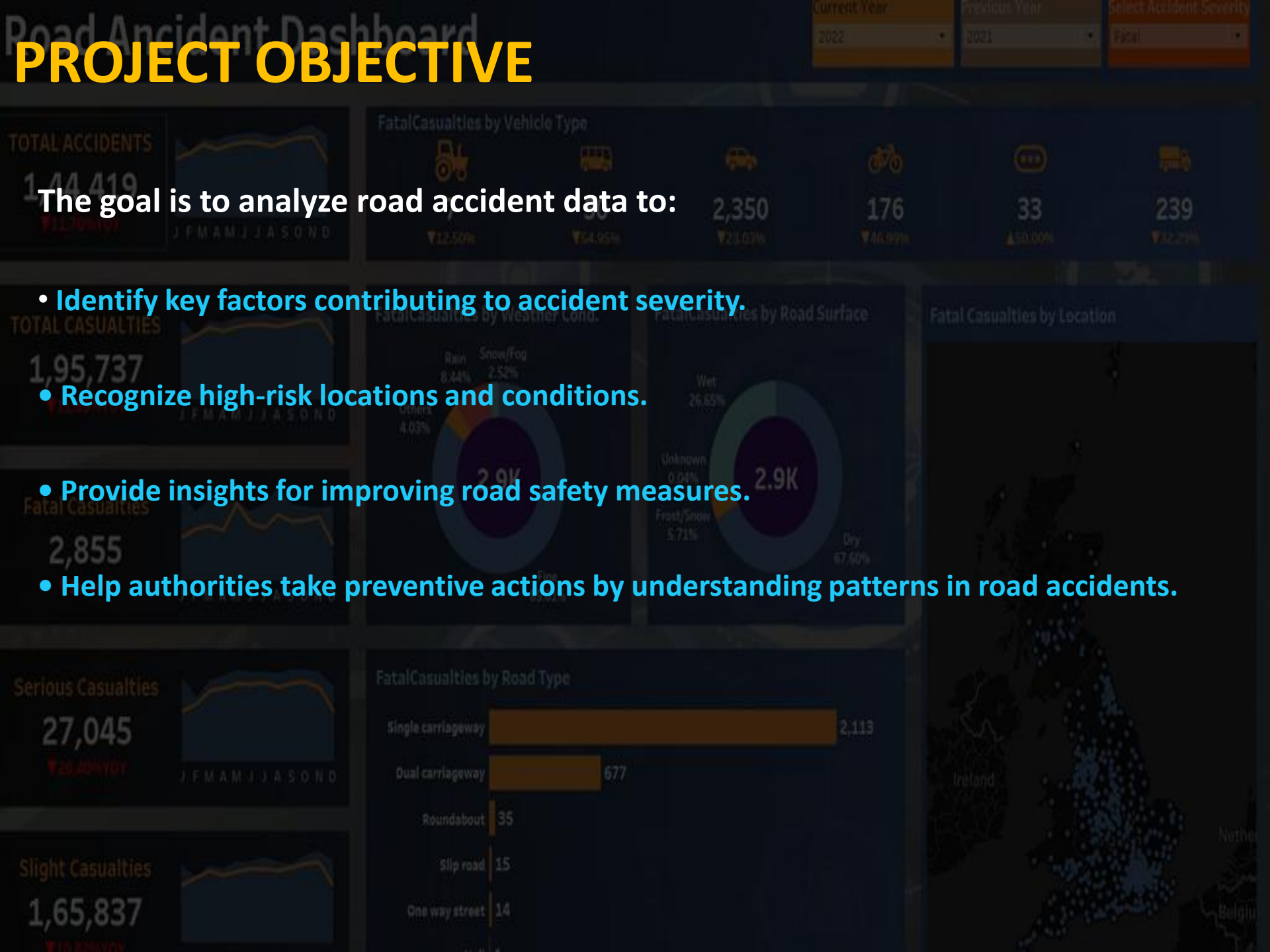
The dataset contains 660,679 records of road accidents with 14 columns, including:

- **Accident_Severity**: Categorizes accidents as "Serious," "Slight," or potentially "Fatal."
- **Accident Date**: The date of occurrence.
- **Latitude & Longitude**: Geographic coordinates.
- **Light_Conditions**: Lighting at the time of the accident.
- **District Area**: The location district.
- **Number_of_Casualties & Vehicles**: Number of people affected and vehicles involved.
- **Road_Surface_Conditions**: Surface status like "Dry" or "Wet."
- **Road_Type**: Type of road, such as "Single carriageway."
- **Urban_or_Rural_Area**: Identifies whether the accident happened in an urban or rural area.
- **Weather_Conditions**: Environmental factors such as "Rain" or "Fine."
- **Vehicle_Type**: Type of vehicle involved (e.g., Car, Bus, Bike).

PROJECT OBJECTIVE

The goal is to analyze road accident data to:

- **Identify key factors contributing to accident severity.**
- **Recognize high-risk locations and conditions.**
- **Provide insights for improving road safety measures.**
- **Help authorities take preventive actions by understanding patterns in road accidents.**



KEY INSIGHTS

1. **Severity Trends**: Understanding what conditions lead to serious accidents.

2. Location Impact: Exploring accident hotspots using latitude and longitude.

3. Weather & Lighting Effects: Determining how poor weather or lighting increases risks.

4. **Vehicle Types & Impact**: Analyzing which vehicles are involved in the most severe accidents.

5. **Road Conditions**: Evaluating how road surface and type affect accident severity