



Traffic Geolocation Data Overview

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11/06/2022

Key Points and Recommendation

Insights:

- **Increasing Volume** at Location 5290:
Infrastructure Investment needed
- High Ratio of **Exceeding Speed Limit**:
Speed Bumps and Cameras needed

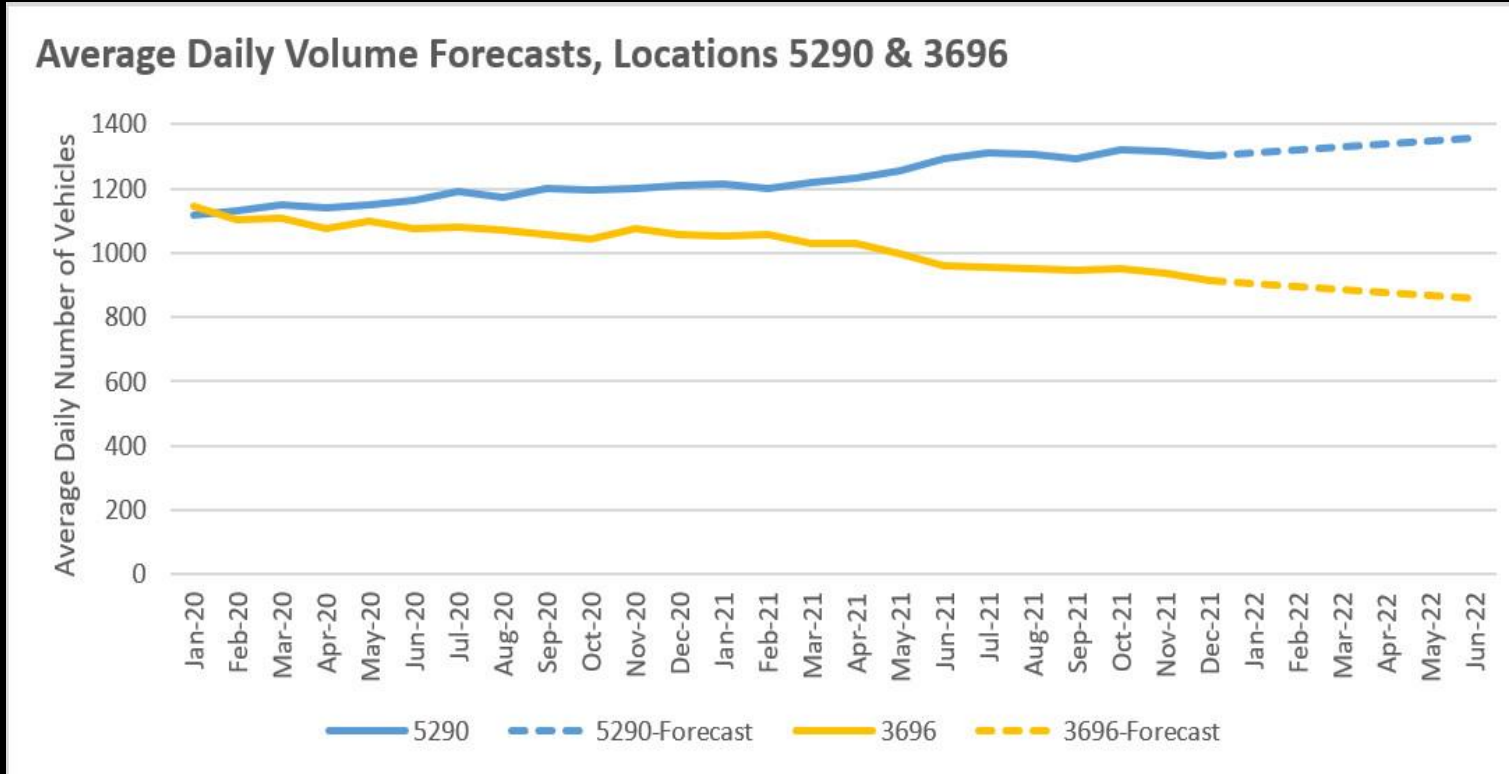
Limitation:

- No Information about **Infrastructure**

Recommendation:

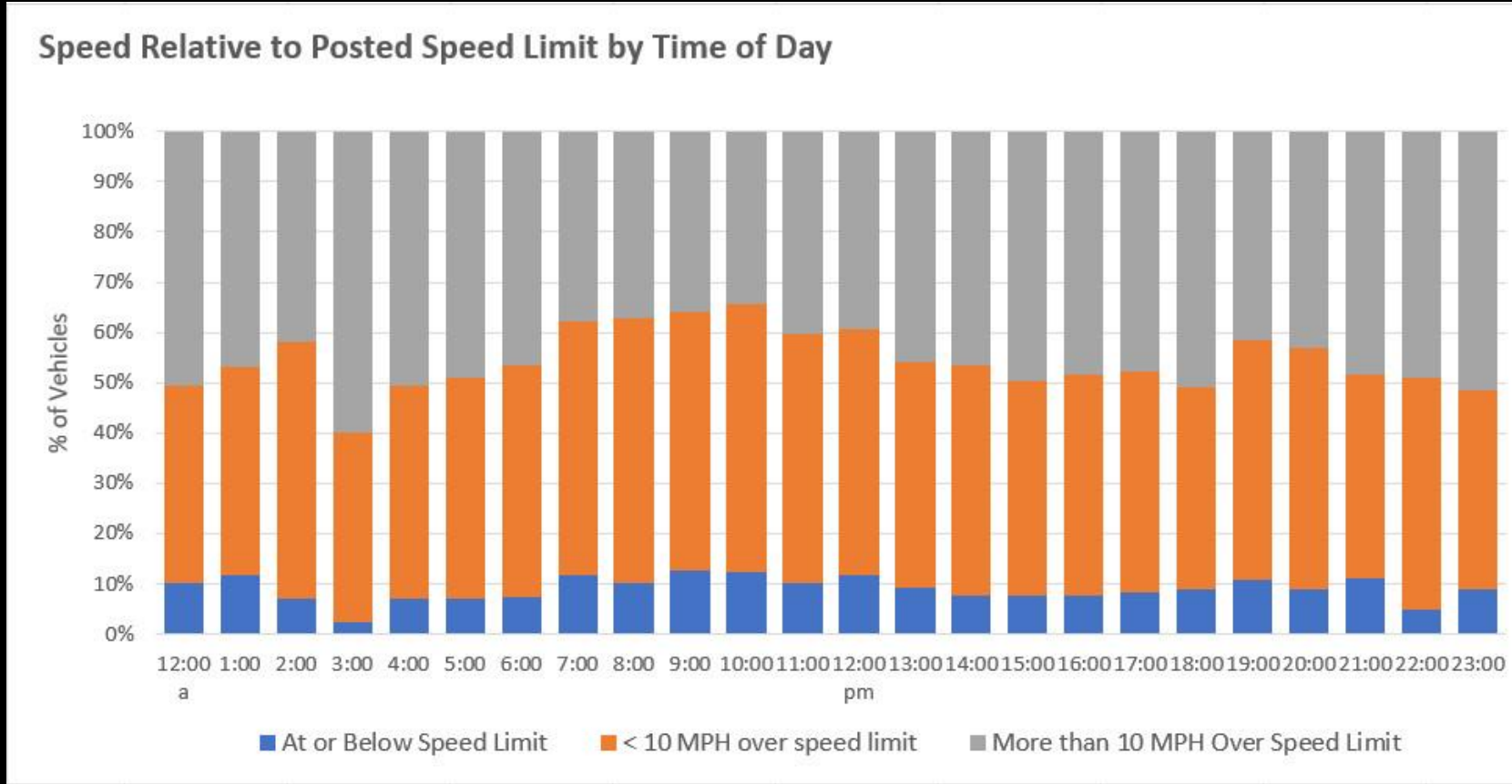
- **Worth Investing** in this Data Product

Where the investment should be done?



- Location 5290- increasing forecast
- Location 3696- decreasing forecast

Speed bumps and speed camera should be installed



- Over 50% of driver drove more than 10 MPH over speed limit
- During 3 A.M. - 6 A.M. people drive beyond the speed limit most

Lack of Information

	Column_Name	Definition
1	ATR_ID	Unique ID for Automated Traffic Recorder (ATR)
2	LON	Location of ATR - Longitude
3	LAT	Location of ATR - Latitude
4	ALT	Location of ATR - Altitude
5	DIR	Compass direction of traffic
6	YR	Two-digit year of date of data recording
7	MO	Month of date of data recording
8	DY	Day of date of data recording
9	HH	Hour of start time of time interval of data recording (24-hour time)
10	MM	Minutes of start time of time interval of data recording
11	SPD	Average speed (mph) of vehicles collected during time interval of data recording
12	VOL	Sum of count of vehicles collected during time interval of data recording

- Variable 1 through 5 - Location Information
- Variable 6 through 10 – Recording Time
- Variable 11 and 12 – Traffic Information
- **None of the variables relate to infrastructure**

Conclusion

- Great dataset
- Not enough information about infrastructure
- Speed bumps and camera
- Worth investing with complimentary information

