ROAD SAFETY AND SEVERITY ANALYSIS

IN GREAT BRITAIN

INTRODUCTION

Backgrounds

According to the Department for Transport of Great Britain, there were 1.671 reported road deaths in 2018, 23.165 serious injuries in road traffic accidents reported to the police and 97.799 slight injuries. All this adds up to 122.635 reported road accidents, this is 6% lower than in 2017 and is the lowest level on record. There is no single underlying factor that drives road accidents. Instead, there are a number of influences. These include:

• The distance people travel.

• The mix of transport modes used.

• Behavior of drivers, riders and pedestrians.

• The mix of groups of people using the road (e.g. changes in the number of newly qualified or older drivers)

• External effects such as the weather, which can influence behavior (for instance, encouraging / discouraging travel, or closing roads) or change in the risk on roads (by making the road surface more slippery).

The patterns involved in dangerous crashes and road accidents can be helpful in developing road safety policies or greater awareness of the driver himself. The study of these patterns, causes and severity of injuries can predict the severity or probability of an accident, which would be very useful for the well-being of any driver or pedestrian

Business Understanding

The analysis of these accidents, causes and severity of injuries can be used to predict the severity or probability of an accident. Therefore, it would be very useful for the well-being of any driver or pedestrian, to offer the possibility that, knowing the risks, the probability of an accident, the most dangerous routes and the less favorable weather conditions, among many other factors, people drive carefully or even change their trip.

<u>Interest</u>

The main objective is to identify the severity or probability of a possible accident, so this work can be useful for anyone interested in assessing risks while driving, the traffic control departments or simply for anyone who drives a vehicle, offering the possibility that, knowing the risks and probabilities of an accident, people drive with more care. or even change their trip. Undoubtedly, this would help all drivers to have a better perspective of possible accidents, the most dangerous routes, the less favorable weather conditions and with all these data, to make a more informed decision.