PROBLEM?

Causes of Traffic jams:

Poorly designed or over capacity of traffic loads on roads

Or more localized factors such as traffic lighting patterns

Or Events like accidents and construction closures or SUPER BOWL

BUT

The worst kinds as **PHANTOM JAMS**

CONGESTION PREDICTION ANALYSIS

Purpose of study:

- Identify the pattern of traffic congestion in the city of Louisville, KY

- Theorize a model that describes how and under what conditions such jams form

Use Case

Inform road designers to minimize the odds of its formations

Inform the user with the probability of jams in locality of their choosing