BUSINESS PROBLEM

Road accidents are a common phenomenon in our daily lives. Accidents can occur due to external phenomenon which are outside the control of driver or due to factors associated with driving. External factors include weather conditions, road conditions or light conditions on the road. Besides it there are internal factors like over speeding, drug abuse, drink and drive, in attention which are associated with the driver. Studying severity of an accident based on these parameters give us meaningful insight about the situation in which an accident takes place. An accident also gives information about the location and the particular day of week on which accident is most probable. As a data analyst our aim is to study the severity of accident based on the above mentioned factors , after which, we can train a model for given set of conditions, where it can predict the severity of accident for future events. After knowing its severity and associated chances of fatality, we can minimize the damage caused both to human as well as the property. The model aims to address various stake holders which include individuals, government agency and the insurance industry. Individual can pay particular attention in situation where there are high chances of accident and mitigate the risk. Government can work in both direction, i.e., by framing laws where there is insincerity on part of citizens and on other side it can work on infrastructure by improvement road condition and street light facility. At last it an insurance provider can use it to improve the quality of its service delivery by knowing the location as it can provide nearest road side assistance and enhance its customer base by expanding its efficiency.