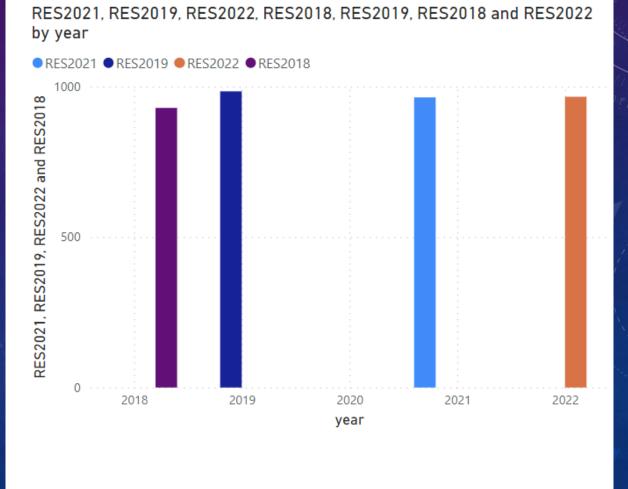




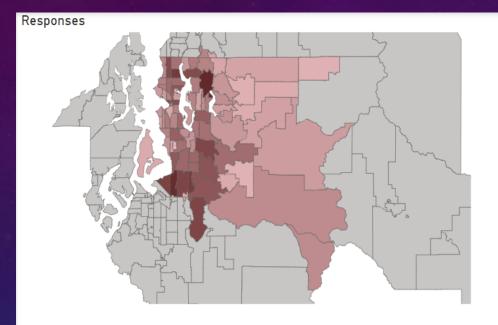
ANALYZING THE DATASET

- The dataset is a collection of survey from KING County for the years 2018, 2019, 2021, 2022.
- The year wise distribution of data is shown



DIVERSITY OF DATA

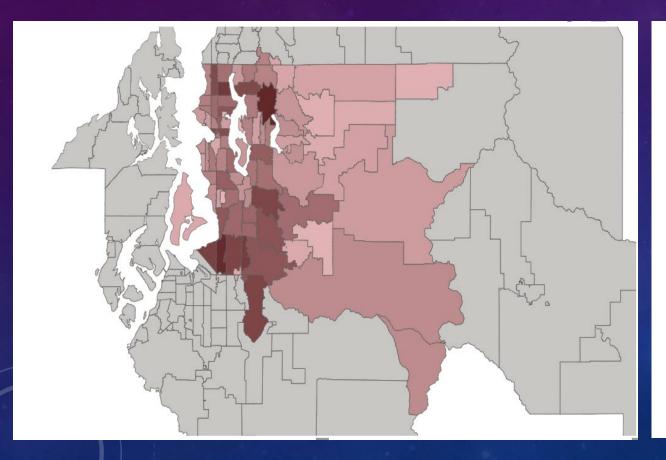
 Segregation of data based on Gender, Ethnicity and Education.

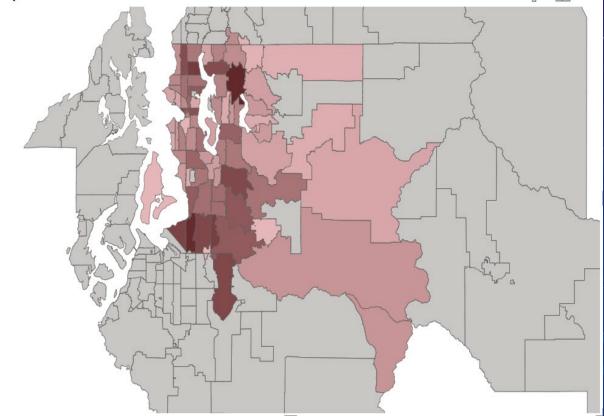


Races 45 Sum of American	124 Sum of Multiracial	63 Sum of Other Race	2493 Sum of White	35 Sum of Native Ha	440 Sum of Hispanic	441 Sum of Asia	202 an Sum of Black
Gender 1936 Sum of Female		1856 Sum of Male		51 Sum of Other Gender			
Education 1492 Sum of Associate/Bad	chelors	759 Sum of High School		678 Sum of Masters Or F	Higher	914 Sum of Som	ne College
Income 1088 Sum of < \$40K	413 Sum o	f > \$160K	481 Sum of \$120 -		1117 Sum of \$40K - \$80K		744 Sum of \$80K - \$120K

REMOVING OUTLIERS

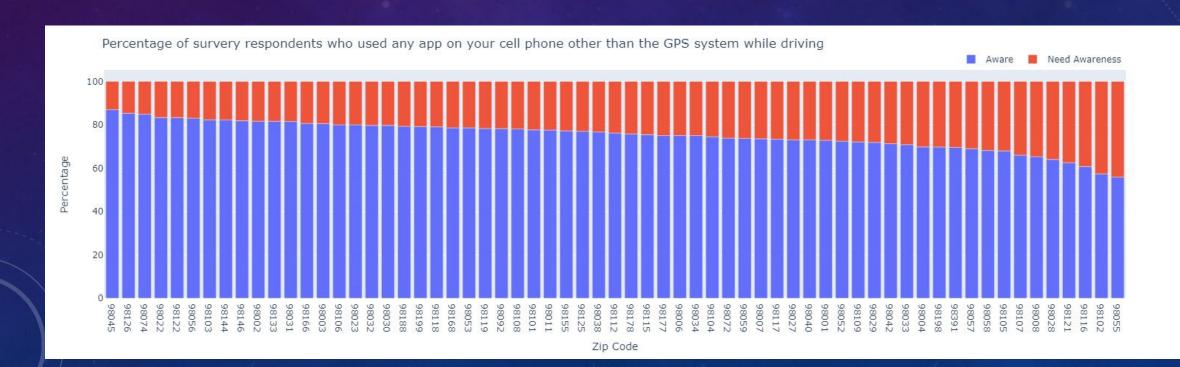
• Minimum 10 participants to be present for the zip code to be considered for the analysis.

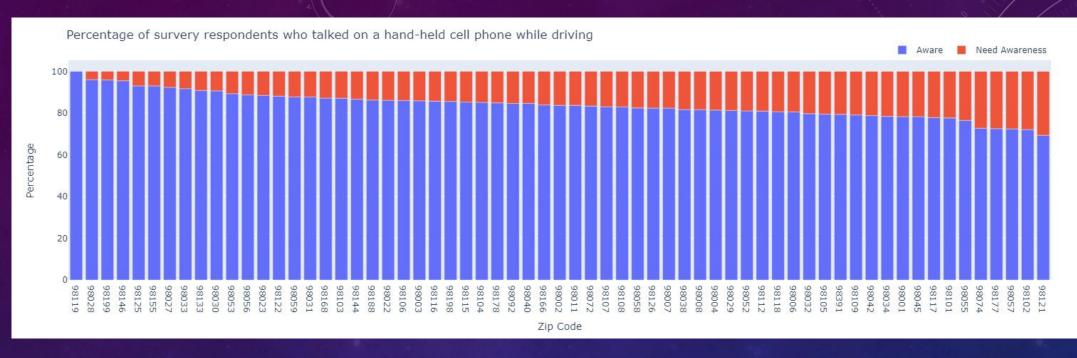


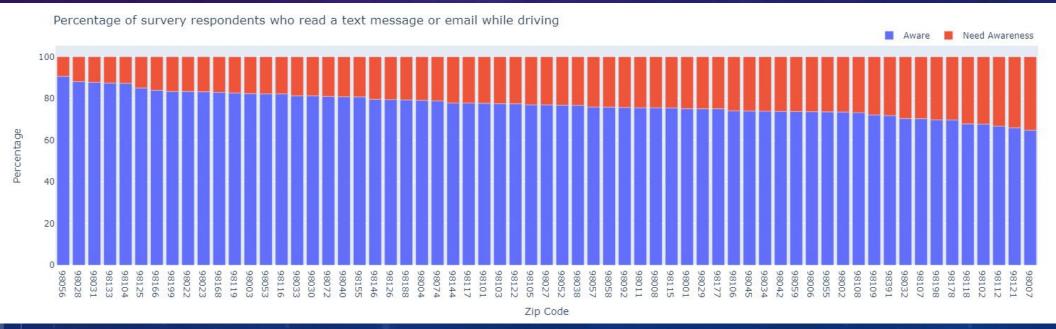


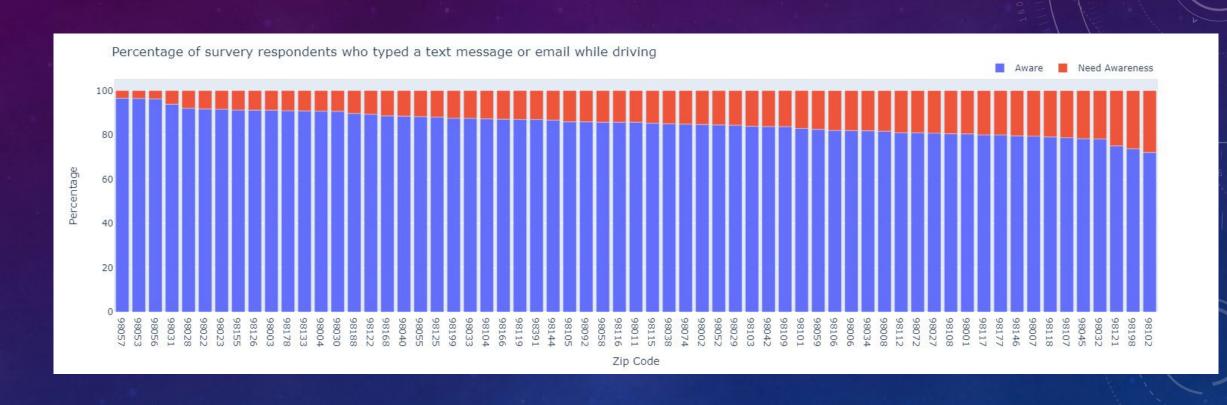
DANGEROUS BEHAVIOR ANALYSIS

- Data is divided for 4 dangerous behaviors.
 - Typing while driving
 - Reading while driving
 - Talking on cellphone while driving
 - Using apps while driving (excluding GPS)







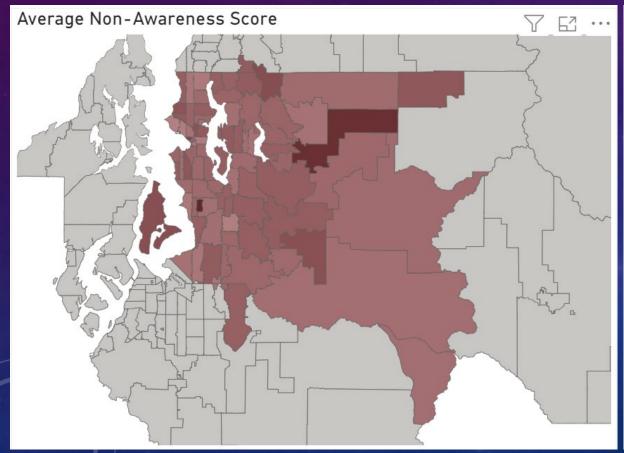


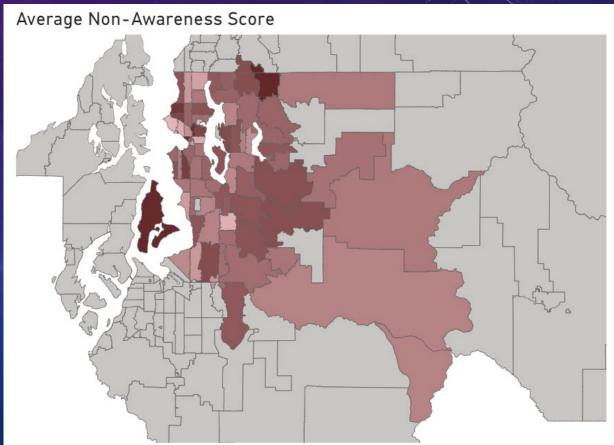
ASSIGNING A QUANTITATIVE SCORE

- We devised a scoring method based on severity of behaviors and opinions of individuals.
- Different weights are assigned for different parameters.
- Nonawareness score = Behavior score*2 + opinion on other driver's behavior *1 + how much of threat an activity is*1 + not knowing legal behavior*3 + How likely they are to commit illegal behavior*3 + Not a regular driver*0.5

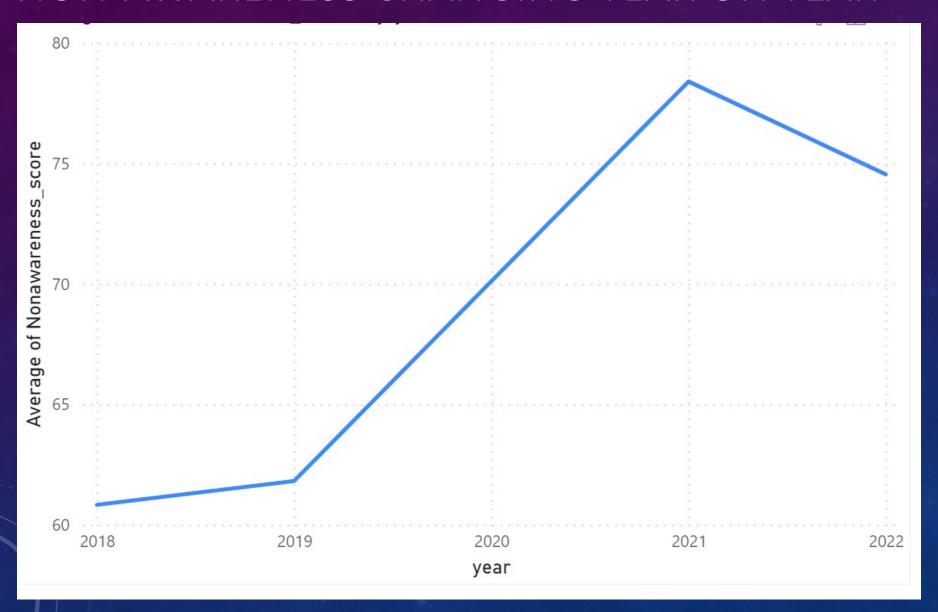
RESULTS FOR QUANTITATIVE SCORE

Need for awareness graph for each zip code as calculated from the Nonawareness score.





NON-AWARENESS CHANGING YEAR ON YEAR



SPREADING AWARENESS

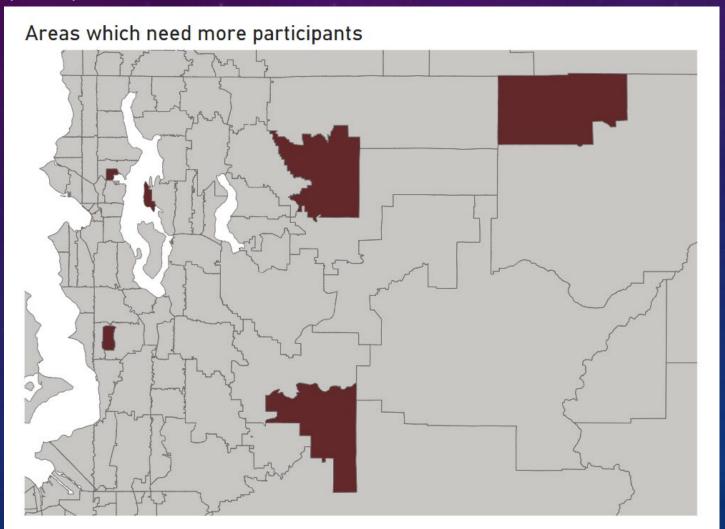
Best ways of spreading awareness using most receptive methods as suggested by participants

themselves.



NEED MORE SURVEY PARTICIPANTS

• Areas where participation was not sufficient needs more awareness.



THANK YOU