

TEAM: IC23006

ABSTRACT

In the project, the data from King's County (WA) is analyzed to suggest ways of improving driver awareness and reducing dangerous driving behavior. The data is first segregated based on zip codes and then analyzed for dangerous behaviors of drivers (e.g. texting while driving, etc.). Each behavior is assigned a weight based on the severity and taking into account other parameters of the survey. A Need_for_awareness score is calculated to classify zipcodes and demographics where awareness is most needed. As the data is from a very diverse demography of respondents, the report tries to classify suggestions based on demography and zip codes. Ways of spreading behavior and legal awareness to which people are most receptive are suggested for zip codes where drivers follow the most dangerous behavior. Finally, year-on-year trend analysis shows the impact of the survey in bringing about improvements in traffic awareness and areas where more outreach is needed to improve survey participation.