Car Accident Severity

## ****Introduction****

* 1. **Background**

**Hundreds of millions of people commute in the road everyday for work, schools and other social activities. According to World Health Organization1, each year, 1.35 million people are killed on roadways around the world, every day, almost 3,700 people are killed globally in road traffic crashes involving cars, buses, motorcycles, bicycles, trucks, or pedestrians and more than half of those killed are pedestrians, motorcyclists, and cyclists. Road traffic injuries are estimated to be the eighth leading cause of death globally for all age groups and the leading cause of death for children and young people 5–29 years of age. More people now die in road traffic crashes than from HIV/AIDS.**

**This makes traffic safety not only an engineering problem, but also a political, economic and public health issue of major significance. In order to find appropriate solutions to this problem, it is necessary to understand the causes of crashes and the factors that affect crash severity.**

* 1. **Business Understanding/Problem Description**

Since I’m looking to move to the United Kingdom, I was drawn to analyze this problem in this country.

Car crashes and road accidents could be considered an old topic. Yet, with the progress of the technology included in in cars and their new capabilities, it is ever more important to have tools and means available to mitigate their occurrences, as well as their implications and consequences for the people involved. With the data obtained, I will try to identify the variables that influence the severity of car accidents and the following questions:

1. What is the trend of road accidents in UK?
2. What are the locations of accidents?
3. What are the accident occurrence rate in UK in different time?
4. What conditions (taking all conditions into account i.e. road, weather and light conditions) caused the most road accidents in UK?
5. How many numbers of casualties occur per accidents in UK and what is their distribution in terms of the total amount of road accident that occurred?
   1. **Target Audience**

This project intends to serve two groups of audience:

1. Policies makers who want to understand the factors influencing road accident severity to design safer traffic rules.
2. Transportation companies which could make significant impact to make road safer to use.

Reference:

1: World Health Organization (WHO). Global Status Report on Road Safety 2018. December 2018. [cited 2019 April 8]. Available from URL: https://www.who.int/violence\_injury\_prevention/road\_safety\_status/2018/en/external icon