Insights and Analysis – Road Accident Data

📌 1. Monthly Trends

- **Peak Accident Months**: July and August show the highest number of accidents, possibly due to **rainy season**, affecting visibility and road conditions.
- **Lowest Incidents**: December and January have fewer reported accidents, possibly due to **holiday periods and better enforcement**.

🛣️ 2. Road Type Analysis

- **Highways** recorded the **highest number of severe accidents** due to higher speed limits.
- **City roads** had more **minor collisions**, often due to traffic congestion and pedestrian crossings.
- **Rural roads** showed a higher **fatality rate** despite fewer accidents—suggesting slower emergency response or poor infrastructure.

🧍 3. Cause of Accidents

- **Top 3 Causes**:
    1. **Over-speeding**
    2. **Drunk Driving**
    3. **Distracted Driving (mobile use)**
- **Secondary causes** included weather-related issues like **fog and rain**, and **road defects**.

⚠️ 4. Severity Analysis

- **Fatal Accidents**: 15–25% of total accidents involved fatalities (depending on the dataset)

- **Non-Fatal but Serious Injuries**: A significant portion needed hospitalization—indicating a gap in road safety measures
- **Minor injuries** often occurred in urban locations with heavy traffic but lower speeds

📍 5. Location Insights

- **Urban areas** had a higher number of **total accidents**.
- **Rural areas**, though less frequent in accident count, had more **deadly outcomes** due to delayed medical aid or poor road conditions.

🕑 6. Time-Based Trends

- Most accidents occurred during:
    - **Morning rush (8–10 AM)**
    - **Evening peak (5–8 PM)**
- Nighttime accidents (especially post 10 PM) had **higher fatality rates**, often due to drunk driving or poor visibility.

📊 Key KPIs (Assumed Sample)

Metric	Value (example)
Total Accidents	12,400
Fatal Accidents	2,980
Non-Fatal Incidents	9,420
Avg. Accidents/Month	1,033
Most Dangerous Road	NH-8 (Highway)
