

# Project Design Phase 1

## Proposed Solution

Date	04 May 2023
Team ID	NM2023TMID15077
Project Name	Traffic Intelligence: Advanced Traffic Volume Estimation with Machine Learning

The construction of Intelligent Transportation System(ITS) has become a new development direction in many cities.A complete and accurate traffic dataset can improve the accuracy of traffic prediction and promote the construction of ITS in cities.

S.No	Parameter	Description
1	Problem Statement	Traffic congestion and long waiting time are major challenges and act as main reason for road accidents. The pollution is also attributed due to congestion since the vehicles do not move and traffic jam condition increases smoke and emissions from the vehicle.
2	Solution description	The use of such systems is in providing citizens with detailed transportation information, shortening the duration of commutation (travel time), and reduction of traffic congestion.
3	Uniqueness	This uses only Machine Learning for Analysis to reduce traffic congestion.
4	Social Impact / Customer Satisfaction	comfortability of commuters and also reduction of crashes and traffic jam
5	Business Model (Revenue Model)	If a company (startup) use this idea for business it is worthful to choose this because traffic management is really needed in World especially in India(world target population country),revenue of this idea will not end until people using private vehicles.
6	Scalability of the Solution	This is more scalable, it can be used with Iot, Big Data and AI to improve performance.