TITLE : CURRENT ROAD ACCIDENT ACCORDING TO EACH STATE

INTRODUCTION

GROUP DETAILS AND TASKS

We have 3 members which are Amos Keagan Hosea who is the research director, followed by Nur Athira Nabila Lukman who is in charge of data coordinator and Norain Mohd Sulaiman who is also doing the research.

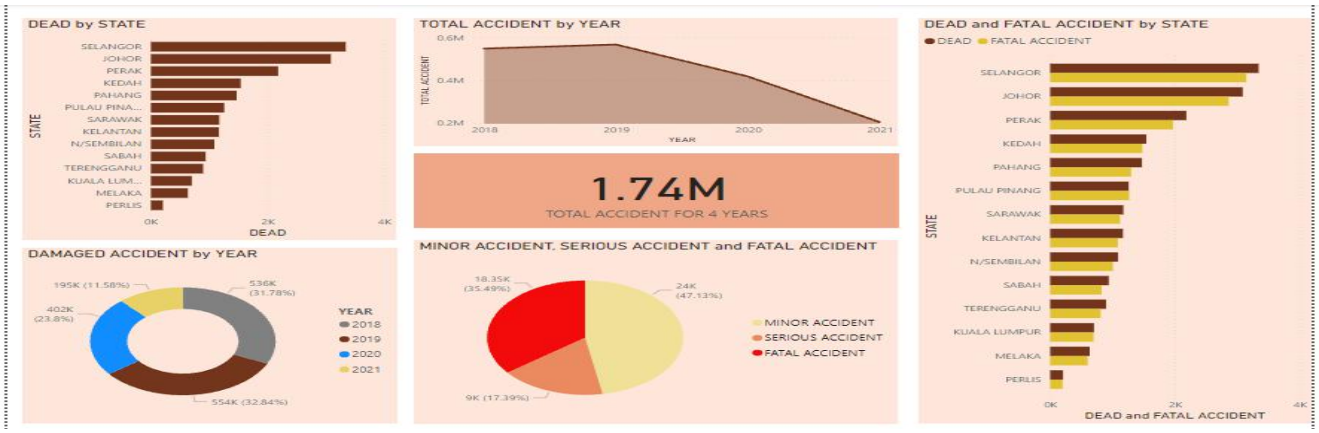
INDUSTRIAL TALK 7 : MICROSOFT POWER BI

Microsoft Power BI is a technology-driven business intelligence application that analyses and visualize raw data to offer actionable insights. It integrates business analytics, data visualisation, and best practices to assist organisations in making data-driven decisions. Power BI gathers and processes data, transforming it into actionable insights, generally via the use of aesthetically appealing and simple-to-understand charts and graphs. This enables users to create and share clear and helpful snapshots of what's going on in their business. Power BI can connect to a variety of data sources, including basic Excel spreadsheets, databases, and cloud-based and on-premise apps.

TRENDS OF DATA ANALYTICS IN DIFFERENT SECTORS

Data analytics is the process of analyzing datasets in order to draw conclusions about the information contained within them. Data analytic techniques allow you to take raw data and uncover patterns in order to glean valuable insights from it. Big Data analytics is undergoing a significant revolution. Many of the emerging data analytics trends are the consequence of numerous innovative technologies colliding at the same time. Big data analytics technologies and software can help organization make data-driven decisions that improve business outcomes. Some of the sectors that use data analytics to thrive which are healthcare , e-commerse, banking and transport. In the healthcare sector, it is used analyze the clinical data , gain operational insights and improve staffing through health business management analytics. While for transport, it is to improve vehicle performance and allows the rapid invention of self-driving vehicles . In e-commerse data analytics provide customers with suggestions based on their previous purchases and purchases made by people with similar tastes. Lastly,in banking sectors , financial institutions can use the data they collect to give consumers with value-driven services that are tailored to each individual, rather than launching mass marketing campaigns that treat all customers the same.

DATA ANALYTICS INTERPRETATION FOR THE CHOSEN DATA



We have decided to use Microsoft Power BI to visualize the statistics on Road Accidents from each state so that we are able to solve and reduce the frequency of road accidents in the near future. The questions stated are “Which state has the highest number of dead/fatal accidents from the year 2018-2021?” and “What is the trend for the total number of accidents from the year 2018-2021?” and the answer would be Selangor whereas for the second question is the trend for the total number of accidents throughout the 4 year is seen to have been decreasing each year. We can conclude that in order to lessen the frequency of road accidents, we have to involve law enforcement in order to lessen the number of road accidents annually .We choose predictive as the type of data analytics to describe our results . we predict that the number of road accidents will be decreased as shown on the dashboard - the total accident by year . This happens most probably because of the pandemic covid-19 which caused people to stay at home during the MCO, restricted our moves and the new norm which forces all of us to do our businesses , studies , meetings and so forth to be held online without any physical interaction . With that being said , the number of vehicles on the road will decrease also , decreasing the number of accidents .

REFERENCES:https://www.data.gov.my/data/dataset/714893b5-06c0-4a61-9a32-d5881f610228/resource/47bccf39-4871-4cb7-a189-15d22b226386/download/_202109080151430_statistik-kemalangan-jalan-raya-mengikut-jenis-kemalangan-dan-kecederaan-mengik.csv