

## IDENTIFICATION OF SEVERITY AND RISK FACTORS INFLUENCING URBAN ROAD TRAFFIC ACCIDENTS

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### ABSTRACT

*The rising incidents of road traffic accidents, fatalities and injuries is a major concern for many countries. Thorough identification and investigation of the various factors that lead to accidents and the risk of severity are very important for road safety. The present study aims to provide a comprehensive analysis of these factors. The speed at which the vehicle is moving and the traits of its occupants are known to be significant factors that can lead to a road traffic accident. Further, weather, the vehicle type, and the driver's fatigue and alcohol consumption are found to be the important factors that affect the severity of the accident.*

**KEYWORDS:** Road Safety, Road Accidents, Risk Factors, Accident Severity

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