FORECAST THE ROAD ACCIDENT IN MALAYSIA USING EXPONENTIAL SMOOTHING AND MULTIPLE LINEAR REGRESSION MODELLING

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ABSTRACT

In Malaysia, traffic accidents are a significant public health issue, and the government is continuously seeking for measures to prevent them. Creating precise forecasting algorithms that can anticipate future traffic accidents is one method to do this. In this study, multiple linear regression and exponential smoothing as two forecasting models examined. A straightforward forecasting methodology called exponential smoothing uses historical data to forecast future values. The concept is predicated on the idea that recent data points are more significant than historical data points. Multiple independent variables are used in a more intricate forecasting model called multiple linear regression to predict a dependent variable.

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TABLE OF CONTENTS

DECLARATION BY THE SUPERVISOR i

DECLARATION BY THE CANDIDATE ii

ABSTRACT iii

ACKNOWLEDGEMENT iv

TABLE OF CONTENTS v

LIST OF TABLES viii

LIST OF FIGURES ix

INTRODUCTION OF RESEARCH 1

1.1 Introduction 1

1.2 Background of Study 1

1.3 Problem Statement 2

1.4 Objectives 3

1.5 Significance of the Project 4

1.6 Scope of the Project 4

1.7 Project Benefits 5

1.8 Definition of Terms and Concept 6

1.9 Organization of Report 6

LITERATURE REVIEW 8

2.1 Introduction 8

2.2 Literature Review 8

2.2.1 Exponential Smoothing 11

2.2.2 Multiple Linear Regression 15

2.3 Conclusion 19

METHODOLOGY 21

3.1 Introduction 21

3.2 Research Step 21

3.3 Conclusion 25

IMPLEMENTATION 26

4.1 Introduction 26

4.2 Implementation of Method 26

4.2.1 Data 26

4.2.2 Exponential Smoothing 27

4.2.2.1 The best value for α 27

4.2.2.2 Forecast the Road Accident using Exponential Smoothing model 31

4.2.3 Multiple Linear Regression 32

4.2.3.1 Estimate the Road Accident Using Multiple Linear Regression 33

4.2.3.2 Calculating the Regression Estimation Coefficient with The Matrix Approach 36

4.2.3.3 The Formula for Calculating the Regression Estimation Coefficient 46

4.2.3.4 Recheck Manual Calculation Results with Statistical Software Output 47

4.2.3.5 Forecast the Road Accident using Multiple Linear Regression model 48

4.2.4 Mean Absolute Percentage Error (MAPE) 49

4.2.4.1 Calculating MAPE 50