

# Attention-Based Data Analytic Models for Traffic Flow Predictions

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Project 2211  
March 2023



## Introduction

Traffic congestion makes Americans waste millions of hours and dollars each year. In this work, the authors analyze traffic flow data from the Caltrans Performance Measurement System (PeMS) and use deep learning algorithms to predict traffic flow accurately. The goal of this work is to develop accurate traffic flow predictive models by integrating the attention mechanism with deep learning models. The models aim to aid individuals in making informed transportation decisions in real-time, enhancing mobility and reducing accidents.

## Study Methods

Predicting traffic flow is a complex task due to various factors such as road conditions, weather, accidents, and human behavior that constantly change and impact traffic flow. Traditional methods of prediction, such as historical data analysis, are limited in their ability to keep up with real-time changes. To tackle

this challenge, advanced techniques such as deep learning algorithms are used for improved accuracy. In this work, we enhance these models by integrating the attention mechanism, which helps calculate the significance of traffic flow data and focuses on the most relevant parts while making predictions, leading to increased accuracy and faster predictions.

## Findings

The integration of the attention mechanism with deep learning models for traffic flow prediction offers several advantages, including improved accuracy, faster prediction times, enhanced interpretability, and increased robustness. The attention mechanism allows the model to concentrate on crucial data, resulting in more precise predictions. It also gives better insight into the factors affecting the model's predictions, leading to improved interpretability. Furthermore, it enables the model to effectively handle noisy or

irrelevant data, making it more dependable in real-world situations. The experimental results have proven the efficacy of the proposed model, with the attention-based LSTM model performing better than the attention-based GRU model in terms of traffic flow predictions.

The integration of attention mechanism and deep learning models can help build an accurate traffic flow prediction model, which can guide people to make better travel decisions.

### Policy/Practice Recommendations

The proposed traffic flow predictive models have the potential to help the transportation industry by creating a smart transportation system. This system can guide people in making informed decisions to avoid traffic congestion, optimize their travel, and minimize a waste of time and fuel. By using accurate traffic flow predictions, people can plan their trips more effectively and reduce the impact of traffic congestion on their daily lives. However, further research is necessary to assess the computational limitations that may arise during the implementation of this system. This will ensure the system's smooth operation and the maximization of its benefits for users.

### About the Authors

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### To Learn More

For more details about the study, download the full report at [transweb.sjsu.edu/research/2211](https://transweb.sjsu.edu/research/2211)



MTI is a University Transportation Center sponsored by the U.S. Department of Transportation's Office of the Assistant Secretary for Research and Technology and by Caltrans. The Institute is located within San José State University's Lucas Graduate School of Business.