Overview of the Analysis

The purpose of this assignment is to break down each city type to see which city averaged the most amount of fares and which one averaged the least. By having this information, we can see which city is most profitable and which cities the company can cut off from the program if needed.

Results

The results from the data shows that the urban areas were most profitable and the least profitable is the rural areas.

Summary

Based off the results my personal recommendation would be to put more drivers in Urban areas because they’re most profitable. Second recommendation would be to take out the drivers in the Rural areas and transfer them to Urban areas. Lastly I would recommend more drivers working in the March-April months due to high profit.