1. Suburbs and Malls are the two most common pickup locations, 1487 and 1459 rides respectively where from them.

Financial Districts and Mall are peoples most common destination, with 1552 and 1446 rides respectively heading there.

This indicates that people most go to and leave the mall.

1. 85.60 % which represent 8560 of the rides happened during week, compared to the 14.40% which represent 1440 that occurred by weekends.

This is since people go to work and banks for business related affairs during the week more, so more drivers should be available during the week, and mostly around this malls and financial districts

1. Sedan & SUV were the most used cars with 3964 and 3049 rides respectfully. Electric Cars is the least used with just 971 rides, 146 of these rides were either Not Completed or Cancelled. Can this be related to the fear of Electric Vehicles by Customers?
2. 9093 of the drivers have a good ratings which is 3.0 and above and 907 of them had a poor rating . 8215 of this drivers had over one year experience so it is correct to say that the years of experience are relative to the drivers ratings.
3. D193 have the highest minutes spent driving on average with about 86.67 minutes per ride and he also earn the highest on average with 92.00 Dollars
4. Credit Card is the most common used payment method with 4946 representing 49.46% and Mobile Wallet with 2026 payments representing 20.26%

**Ride-Sharing Data Analysis Report**

**1. Pickup and Destination Trends**

The **Suburbs** (1,487 rides) and **Malls** (1,459 rides) were the most common pickup locations. Meanwhile, **Financial Districts** (1,552 rides) and **Malls** (1,446 rides) emerged as the top destinations. This pattern suggests that a significant number of passen gers are commuting to and from malls and financial centers, likely for shopping and business purposes.

**2. Weekday vs Weekend Rides**

A total of **85.60% of rides (8,560 rides)** occurred during the **weekdays**, compared to **14.40% (1,440 rides)** on **weekends**. This indicates higher ride demand during workdays, likely due to commuting for work, banking, and other business-related activities. To meet this demand, it would be advisable to allocate more drivers to key business and commercial areas during weekdays.

**3. Vehicle Type Usage**

**Sedans** (3,964 rides) and **SUVs** (3,049 rides) were the most frequently used vehicle types. In contrast, **Electric Cars** were the least used, accounting for only **971 rides**, of which **146 rides** were either **not completed** or **canceled**. Further investigation is recommended to determine whether this low utilization and higher cancellation rate for Electric Cars is due to operational limitations, customer preferences, or other factors.

**4. Driver Ratings and Experience**

A total of **9,093 drivers received a good rating (≥ 3.0)**, while **907 drivers** had a poor rating. Additionally, **8,215 drivers had over one year of driving experience**. This suggests a potential relationship between driver experience and customer ratings, although further statistical analysis would be necessary to establish a definitive correlation.

**5. Top Performing Driver**

Driver **D193** recorded the **highest average driving time per ride (86.67 minutes)** and also earned the **highest average income per ride ($92.00)**. This may indicate that this driver takes longer-distance or higher-paying trips, warranting further exploration of trip patterns associated with top-performing drivers.

**6. Payment Method Preferences**

**Credit Card** was the most used payment method, accounting for **4,946 rides (49.46%)**, followed by **Mobile Wallet** with **2,026 rides (20.26%)**. This reflects a strong preference for cashless transactions, highlighting the importance of maintaining reliable digital payment systems.