**The purpose of the new analysis is well defined**

This exploratory data analysis aims to identify vital ride-sharing metrics according to the type of city and produce a graphical representation of the total weekly fares based on the city types. This will assist in improving access to ride-sharing services and determining whether or not rides are affordable.

**Results**

Table

Description automatically generated

The information presented in the data frame above demonstrates that the rural cities had the highest average fare per driver and ride, whereas the urban cities had the lowest. The reason for the high average fare observed in the rural cities was due to the low number of total rides and total drivers in those cities.

Chart, line chart

Description automatically generated

After organizing the data into the specified date range using the loc function, the multiple-line graph above reveals that urban cities had the highest total fare between January and April 2019, followed by rural cities, while urban cities had the lowest fare. The low fares can be attributed to the empty cells observed in the rural cities column. In conclusion, the decrease in ride usage in rural cities during January-April 2019 may be attributable to a lack of available rides and drivers. And allocating more rides and drivers to the rural cities will likely decrease the average fare per ride and driver, which will invariably increase ride affordability. Although data is only available for 2019, it seems likely that urban areas would benefit from increased ride allocation between January and April if it meant better meeting ride demand during that period, generating more income, and making transportation more accessible to a wider range of people.

**Recommendation**

More information should be gathered regarding the demographics of individuals residing in the three city types, as well as extra two-to-five prior year city and ride data, in addition to the preceding study.We may categorize the prices by age and city type or by population and city type using demographic data such as the number of residents and their median age. These details can help explain why certain city varieties had such a high mean charge for drivers and rides. Using the loc function on data from two to five years ago might also shed light on the low fares experienced by rural and suburban cities throughout the winter and early spring seasons.