The best of the men's rows is the first, and the worst is the last, and the best of the women's rows is the last, and the worst is the first

Abu Hurayrah (may Allah be pleased with him) reported: The Messenger of Allah (may Allah's peace and blessings be upon him) said: "The best of the men's rows is the first, and the worst is the last, and the best of the women's rows is the last, and the worst is the first."

[Authentic] [Narrated by Muslim]

The Prophet (may Allah's peace and blessings be upon him) informed that the best, most rewardable, and most meritorious among the rows of men in prayer is the first one, as they are close to the Imām, can listen to his recitation better, and are remote from women. And the worst, the least rewardable, the least meritorious, and the farthest from what is required by the Shariah is the last row. And the best among women's rows is the last one, for it is more concealing for them and farther from mixing with men, seeing them, and being tempted by them. The worst among their rows is the first one, given their closeness to men and exposure to temptation.

http://www.sunnah.global/hadeeth/en/show/11299