**Overview of the analysis:**

The purpose of this analysis is to is to summarize how the data differs city by city.

**Results:**

Get out of the city if you want to be driver! The competition in the city is fierce. There is less than 1 ride per driver at .67 rides per driver in the Urban category. Being a passenger is not so bad though as it is almost 20% cheaper to ride in the city (Urban) than in the Suburbs. Moving to the suburbs is the next best situation in which to be driver however as the average fair is 2.38 times more than in the City(Urban). But the best place to drive is Rurally. At $55.49 average fare per Driver and each driver getting an average of 1.6 rides you by far have the best earning potential as a driver. As one might expect the average cost of the fare goes up per ride as you get farther outside of the city(larger distances. Higher fares). There is only a 10.5% increase in Average Fare per Ride between Suburban and Rural but a 28.8% increase in Average Driver Fare.

When looking at the graph you can see that the end of February beginning of March there are slight spikes in total fares in all three environment types. Once reaching the aforementioned spike, the Urban Fares a experience a relatively consistent fluctuation of prices for the reminder of march before a flat spike in fares precedes a gradual decline in fares seeing out the end of April as more people walk as the weather improves. The Suburban and Rural fares each experienced the same spike at the end of February/beginning of March with the Suburban spike slightly steeper. The Suburban and Rural Fares see quite a flat period in their fares from the end of February to the beginning of April where they diverge slightly. Rural prices see a slight spike to $500 while Suburban fares begin a slight decline. Rural Fares again shortly follows Suburban decline only to diverge once again as Suburban Fare Totals spike and level off as does the Rural Fares.

**Summary:**

The high average cost of the Rural ride can be addressed through increase in recruitment of drivers for the rural areas. But the margins remain high in the rural area so it may not be difficult to recruit drivers. The Urban driver is looking at low average fares. A driver retention program or an incentive program may be needed to bring in new Urban drivers. This could also include marginal fare increases in the Urban market. The Urban market is where a majority of Pybers revune comes from so maintain a healthy driver market in the city is critical. Lastly, while margins in the rural areas are highest the ridership is the lowest. I would invest marketing and advertising resources in the suburban and rural areas in order to drive up ridership.