Since there are more drivers in urban cities and there is a higher demand for rides, then the average fair is the lowest compared to other city types. And as a result of low demand and low number of drivers, rural cities have the highest average fare rate (based on Bubble\_Chart).

While ~81% of drivers operate in urban cities, only 68% of rides are taken in urban cities, probably due to higher competition with public transportation. So it could be more profitable to be a driver in suburban area, because the volume of rides 26% is 1.5 times higher than volume of drivers in this area and the average fair is higher than in urban cities.

The higher demand leads to higher average fair in urban cities with similar/equal driver count.

However, in rural cities this trend is not that clear (based on Bubble\_Chart). The average fair in rural cities could be higher due to longer ride distance. Unfortunately, there is no data to analyze this correlation.