Pyber Ride Sharing – Observable Trends

1. There are less Pyber drivers in rural locations. Fares in rural locations are also higher (this would be logical, as rural locations are remote). It may be a benefit to Pyber to research the benefits of additional marketing to rural locations to make rural residents aware of their services.
2. Urban areas have more drivers and more rides, but for lower fares.
3. Suburban areas are between the two extremes of Urban and Rural areas. It would be interesting to look at the areas the drivers live in locally and also wait times for rides, possibly redistributing work based on these items.