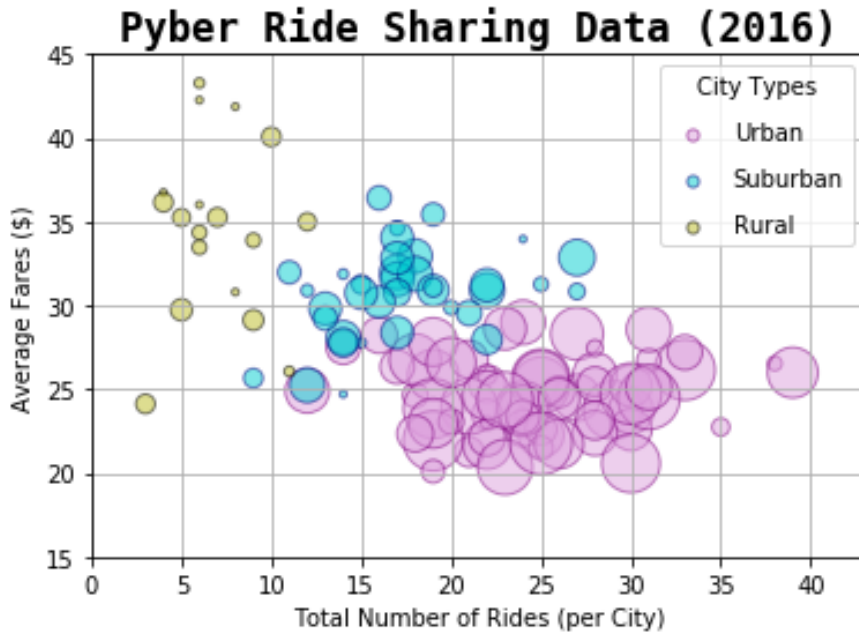


# Pyber Data Analysis

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GW Data  
2019-04-13



Circle size correlates to driver count.

The data shows that in general there is much heavier service usage in urban areas than in suburban or rural areas. Urban rides show a stronger pattern than rural usage which were more scattered across the chart.

Fares for urban rides were higher in general, with average prices around \$25 per ride. Most cities range between 17 and 32 rides. Suburban patterns are more widely distributed, but seem to aggregate around 17 rides per city with a large number of fares between \$30 to \$35. Rural rides are widely distributed across the chart with the lowest usage but the highest prices. A potential cause to look into could be due to longer distances or higher usage of personal vehicles.

As the pie chart shows, the highest demand for rides is in the urban area but it is also paired with the disproportionately high supply of drivers. This may potentially result in heavy usages but lower prices compared to suburban or rural patterns.

