1. Introduction
   1. This report outlines the findings of Pyber data analysis that has been performed as part of the SMU Matplotlib homework response
2. Purpose of the Analysis
   1. This analysis was provided on the Pyber data set and is intended to identify the average Far, total number of riders, total number of drivers across three specific city types (Urban, Suburban, Rural).
3. Key Documents
   1. A data set was provided in csv format that included the most up to date information. Include with that data set was a description of the notable players in the ride sharing sector and the market areas and provided the overall desired from the analysis.
4. Methods
   1. The data was analyzed in Jupyter notebooks using Python, Matplotlib and Pandas. All data was imported into the notebook and various methods were incorporated to ensure accurate reporting and data visualization.
5. Results
   1. There is a total of 121 cities evaluated and those were broken into 3 types of demographics Urban, Suburban, and Rural. Over all the data clearly shows that 62.7% of all the revenue in 2018 was provided from Urban areas.
   2. 68.4% of all the Rides provided were also concentrated in the Urban areas with 26.3% of the rides concentrated in Suburban areas.
   3. It would be beneficial to focus in the Urban area. With the amount of revenue and over all ride count there is potential to be very successful
   4. With the concentration of drivers being in the urban area and 30.5% of fares coming out of the Suburban area some Urban drivers could focus in the suburban areas.
6. Quality of date
   1. The dataset was overall very useful. I was complete and did not require clean up.