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UCB Berkeley Ext. Data Analysis Bootcamp

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**Week 5 MatPlotLib Challenge Written Analysis**

Overview of Analysis

This week I was tasked with combining multiple data sets into a single dataframe and then converting all that information into an easy-to-understand chart.

Results

Table

Description automatically generated

The data I was given separated cities into three types (Urban, Suburban, and Rural), they have big differences when it comes to the size of the rides and drivers’ pools. Rural cities have a higher Avg Fare/Ride and Avg Fare/driver, which makes sense since the demand and supply is much lower in these areas. There are a huge number of drivers available in Urban areas, so the Avg Fares are much lower.

Chart, line chart

Description automatically generated

Summary

Creating incentives for Suburban and Rural drivers would increase the total number of drivers in these areas which would help in lowering the average fares and thus entice more consumers to use ride services from Pyber. Another idea would be to create promotions for first time users in these areas so they could try Pyber at a more palatable price.