Observable trends for Pyber: Rapp, Dan

**Trend 1:**

Looking at the scatterplot graph, it appears that as the graph moves left to right (also, coincidentally, moving from urban, to suburban, to urban) the price per ride appears to trend downward. That makes sense as I would expect in a rural setting that distances between point A and point B to be greater. Greater distance equals greater fee! There is also a noticeable trend of more drivers as the graph moves from left to right, but again I would expect more drivers in a suburban setting than in a rural and more drivers in an urban setting than in a suburban setting…simple population demographics.

**Trend 2:**

A second easily observable trend is to note that the number of drivers per city type decrease proportionally with population density. Very few drivers in rural areas, slightly more in suburban areas, and a great majority of the drivers are in the urban setting. Again, I would venture a guess that many people living and visiting an urban setting are doing so without a vehicle either because it is easier and cheaper NOT to own one, or simply because—from a visitors perspective—it is easier to move around (a perhaps unknown city) when someone else is doing the driving. Again, tying the first trend of more, but cheaper, urban trips into this trend of more drivers in the urban setting implies that drivers (supply) go where the rides (demand) are.

**Trend 3:**

The last interesting trend that I saw was, after grouping all rides by date, there were no Saturday’s that fell into the top 25 (January 27th was the first Saturday – the 27th most popular date for ride data). The weekdays were utilized by Pyber users much more than weekend dates. That leads me to believe that Pyber users are utilizing the service more for work/business related trips than personal ones. Of course, there is no data on the purpose of the trip, but it is definitely interesting to note that weekdays seemed to be more popular for using Pyber than weekends.