**Halak Patel**

**Pyber Analysis Report**

* **Pyber scattered plot show a heavy influence of the rides amongst the urban population.**
* **The pie chart shows that the number of drivers in the urban area are higher as compared to the suburban and rural area.**
* **Fares and rides are higher in suburban and rural area as compared to the number of drivers in the urban area.**
* **The tackle the competition with other competition, we will need to find ways to increase more drivers in the rural and suburban area. At the sometime there are more drivers in the urban area which will help to give a bigger reach to the members in the urban area. The spending capability is high in the urban area and promotional event will help increase the market value of the company.**