3 Observable Trends:

1. Urban centers have the highest number of total rides and would be good for ridesharing services from a sheer volume standpoint.
2. Despite the larger volume of rides, urban rides are cheaper. The average fare for urban rides is between $20-30, while suburban fares average $25-35 per ride, and rural fares span widely.
3. While urban rides comprise about 68% of all rides, urban drivers comprise almost 78% of all drivers. This may indicate that the urban centers are overly saturated, and focusing elsewhere may result in higher return.

Based on the trends above, I would recommend shifting some focus to suburban areas. There are less drivers and higher average fares than urban centers, but compricse a larger population than rural areas.