***Pyber Business Analysis***

***July 5 ,2020***

*After an initial presentation on Pyber rider metrics, the team was tasked with a brand-new assignment that builds upon analysis that was already conducted. The team merged city data as well as ride data to examine specific metrics by city, type of market, and the fare collected. We looked at specific markets to determine the number of drivers in market, their average fare collected and dates and times of the rides to explore other areas of opportunity for PyBer based on time of day and/or seasonality. In total, the urban markets had the highest number of drivers with the largest amount of rides at 1,625 rides from 2,405 drivers. This fact, may explain why the average fare per driver is lower in comparison and warrants more exploration to perhaps remove “idle” drivers in urban markets.*

|  | **Total Rides** | **Total Drivers** | **Total Fares** | **Average Fare per Ride** | **Average Fare per Driver** |
| --- | --- | --- | --- | --- | --- |
| **Rural** | 125 | 78 | $4,327.93 | $34.62 | $55.49 |
| **Suburban** | 625 | 490 | $19,356.33 | $30.97 | $39.50 |
| **Urban** | 1,625 | 2,405 | $39,854.38 | $24.53 | $16.57 |
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*Although the challenges were not overwhelming, my experience using certain code did slow us down but I am confident with more “hands on” experience, this will be a far more efficient analysis. In order to overcome these hurdles, we did relay heavily on 3rd party code that was readily available through google. Functions like copy(), pivot table data frames and resample were navigated thanks to Jupyter Notebook resources, and various web searches for these functions in applicable situations.*

*From a business development, I would recommend out exploring more of the Urban markets could lend to higher revenues if all drivers are in fact driving. With the 2.4K drivers, any increase to their average fare would have a material impact on topline growth. I would also explore seasonality which could be useful in planning promotions or recruiting additional drivers to accommodate the demand. A close up of a map

Description automatically generatedAs mentioned earlier, there is a material disconnect with the urban markets. I would definitely want to strip the “idle” drivers from the mix and re-evaluate to see if there is not an underlying issue(i.e. too many drivers? A demand issue (marketing). Another analysis might include a time of day analysis to determine when demand is at its highest, the length of the trip and the fare received could prove helpful in targeting specific riders at the rate day and time.*