Three Observable Trends

1. Rural rides are the most profitable per ride. This is likely because rural rides are going further distances that their urban and suburban counterparts.
2. Most drivers are in the urban markets. This is because as the other data shows most rides are given in urban environments. This makes sense as these urban environments are more likely to have more people, and more people who don’t want to drive their own car.
3. In many cases it looks like suburban drivers are making higher average fares and giving similar amounts of rides as their urban counterparts. This is likely because they are giving longer rides and the amount of people looking for rides in a suburban environment is similar to an urban one.