There are several observable trends we can see from the data.

First and foremost, according to Bubble chart 1., average ride fare is higher in rural cities and lower driver count, compared with those in suburban areas. Urban cities have lowest average fare, but with largest number of drivers of these three areas. At the same time, number of rides in urban city is significantly larger than rural area, mainly because of higher population density in urban areas.

Second, from Pie chat 1., total fare collected from urban cities out of all cities is 62.7%, that is almost 30% higher in suburban areas and 55% higher in rural areas, respectively. From this data, we can see that the main revenue of Pyber is from urban customers. Compared with the analysis in the first paragraph, the average ride fare is high in rural cities, we might want to differentiate our company from Uber and Lyft by increasing revenue in rural cities.

Finally, according to Pie chat 3., driver count is dramatically low in rural areas, occupied 2.6% of total driver count in all cities, followed by suburban at 16.5% and the highest 80.9% in urban cities. Which showed that there’s possible opportunity to differentiate our Pyber company by encouraging more drivers target at rural areas.