PyBer Analysis

The ride sharing data contained in this report was obtained by using a coding language called Pandas and the line graph at the end was created using MatPlotLib. The intent of this report is to provide you with (1) ride sharing data based on city type and (2) the total weekly fares for each city type.

Rural Areas

Our data analysis will show that our drivers in our rural areas collect more revenue on average per ride and per driver. The total amount of revenue is significantly lower than the other areas we service, however our rural drivers appear to be more efficient with their opportunities. Additional analysis into distance between pickup and drop off appears to be needed in the future.

Suburban Areas

Our suburban drivers average approximately $30 avg fare per ride. This amount is right in line with the overall avg of the other locations across the company. They are averaging 1.5 rides per driver over the timeframe of this analysis. That is a solid amount, however we would like every area to be at 2 rides per driver,

Urban

Although our urban locations are bringing in the most total revenue, they are highly inefficient and overstaffed. Their income is the lowest on average fare per ride and fare per driver. As of right now, 30% of their drivers are not being utilized. We know that urban areas tend to be busier and also that the travel distance on average may be shorter but the fact that they are only averaging $24 per ride is concerning. Also due to the fact that they are busier we expected all of our drivers to be able to generate business.

Summary

After carefully examining the revenue and averages across all 3 areas of this department, I believe that we need to make some minor but immediate changes. I feel that if we lower our staff in the urban location by 500 drivers, we will be able to level out the staffing in the urban locations. Once we have notified the employees in that department, we will relocate them to the rural and suburban areas by a 250 / 250 split. This staff reduction will not impact the urban dept in a negative manner because over 750 drivers were not being utilized. Also, we will still have the vast majority of our staff in our busiest area. After 90 – 120 days we can rerun this analysis and produce additional findings. Moving forward we will also try to obtain data around the distance travelled per fare. I believe that if we are able to obtain that information, we can get an even greater understanding of how to best utilize our drivers.