Pyber Data Analysis

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The first notable information from these charts is that people seem to pay more on average to rides in suburban locations, though they are also the rarest of the three city types – similarly, though people on average pay the least for urban Pyber rides, they contain the largest amount of client interest.

Though people pay more on average for suburban rides, they are not the most profitable, as they make up less than half of the total income that urban rides do; rural rides are far less profitable than either.

Most drivers that work for Pyber drive within urban locations, and only 12.5% of drivers drive in suburban locations. Perhaps hiring on more suburban drivers could create a higher net profit by allowing more opportunities for the higher paying suburban customers? A client poll would probably be a good idea to help confirm this suspicion.