Pyber Data



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# Analysis for Pyber Data:

# By looking at the first chart we can see that Urban areas have the most drivers, followed by suburban and rural city types. It is also interesting to see that the rural fares are the highest on average, followed by suburban and urban (marker size).

# The urban market is responsible for 62.7% of all total fares but has 80.9% of all total drivers by city type. The suburban market is responsible for 30.5% of all total fares and has 16.5% of all drivers. Rural areas have the fewest number of drivers at 2.6% but are responsible for 6.8% of all total fares.

# By looking at the data, we can determine that rural drivers are by far the most productive, followed by suburban and urban. The scatter plot also shows that urban drivers receive the lowest average fare per ride due to more drivers being available. If you were to start driving for Pyber, it’s definitely worth taking some rural trips!