Observable trends using the Pyber data:

* The average fare is typically less expensive in an Urban city, slightly more expensive in a Suburban city, and typically more expensive in a Rural city.
* The total percentage of fares is more than half in Urban cities (62.7% of all fares) and the total percentage of rides is slightly higher in Urban cities (68.4% of all rides)
  + Sheer volume of rides masks the impact of % of Fares in Urban cities compared to Rural and Suburban cities
  + Rural cities comprise only 5.3% of Rides but make up 6.8% of all fares
  + Suburban cities comprise 26.3% of Rides but make up 30.5% of all fares
* There is a disproportionate percent of total drivers comparted to percent of rides in Urban cities: 80*.*9% of Drivers, and 68.4% of Rides
  + It would be interesting to conduct further analysis to see if this is just due to population and how this plays out between Urban cities of different sizes
    - Do cities with higher populations have more drivers and more rides?
    - Do those same cities with higher populations have more % of Fares?
    - Do cities with similar populations have lower % of Fares if they are more condensed (square miles)?