Pyber Questions

1. In my analysis of the Pyber rideshare service, I noticed that the large majority of the rides were in the Urban market. This is not surprising as it is likely that the population of Urban cities is much higher than the other markets, therefore the pool of clients is higher.
2. The second trend I noticed in the data is that the average fare for the rural market is higher than the average fare for the other 2 markets. This is justified by the fact that there are less drivers, which affects supply. While not proven in the data, one might wonder if the rides are longer because the destination is likely further away. For example, in the urban market it is likely that the rides are shorter and more frequent.
3. Another trend in the data is that driver count is increasing from rural to Urban markets. This is a valid conclusion, as demand for rides in the urban market is much higher than the other 2. Since the demand for rides is higher, Pyber drivers can complete more rides in this market, therefore earning more money. The most revenue was also from the Urban market.