As the chief data strategist of pyber I can see 3 clearly trend that the company should move towards or try to market the product first.

First, the market what has the most revenue and number of rides is the urban areas where is to be expected because of the high density of population. We need to stay competitive in that sector of business.

Secondly, we can see that rural area has a higher fare per city but low number of rides and drivers. My recommendation would be to try to invest more in that sector so that we can continue to grow in the rural sector.

Thirdly, the majority of drivers are located it the urban areas