Observable Trends

1. Looking at the bubble chart, it is clear that Urban Cities have more drivers and more rides per city per city, but do not make as much per ride. Rural Cities have fewer drivers and fewer rides per city, but make more in fares per ride.
   * **CONCLUSION: Rural cities seem to be more efficient.**
2. Urban has 80.9% of drivers, but only 62.7% of the fares (77.5% efficiency). Suburban has 16.5% of drivers making 30.5% of fares (184.8% efficiency). Rural has 2.6% of drivers making 6.8% of fares (261.5% efficiency).
   * **CONCLUSION: Rural cities seem to be more efficient.**
3. Urban has 80.9% of drivers, but only 68.4% of the rides (84.5% efficiency). Suburban has 16.5% of drivers making 26.3% of fares (159.4% efficiency). Rural has 2.6% of drivers making 5.3% of fares (203.8% efficiency).
   * **CONCLUSION: Once again, Rural cities seem to be more efficient.**

Summary

*While it would be easy to believe that putting more drivers in the Rural cities would increase profits, you need to consider things like “number of miles / ride” and “number of requested rides”. If there is not the demand to support more drivers in the Rural cities, adding more drivers would not increase profits.*