Pyber Story:

1. Urban drivers work more on volume compared with suburban and rural, in that there are significantly more rides given, although at a lower average cost per ride.
2. Given that urban drivers give 68% of rides but only get 63% of total fares, it can be said that urban areas usually cost less per ride given the competition for drivers.
3. Only urban areas have more % drivers than % rides, so there is room for more rider options in suburban and rural areas