By looking at the scatter plot we can hypothesize that although rural cities only make up 5% of total rides, they typically charge a higher fare. The reason for the disproportionate ratio is most likely due to the fact that rural areas are less densely populated, resulting in longer car trips and, subsequently, a larger fare total.

You can expect to make less money being a driver in an urban area compared to a suburban and rural area. This is due to the fact that there are more drivers and smaller fares.

The scatter plot shows a negative correlation between total rides per city and average fare. This could lead to a false conclusion that the more rides being conducted in a city, the cheaper the fare. However, by separating the city into three separate categories—Urban, Suburban, Rural—we realize that the correlation is biased because people in urban areas are most likely traveling smaller distances resulting in lower average fares. There are more people in urban areas requesting shorter rides which results in drivers being able to fulfil more drive requests. This is apparent in the fact that urban areas make up 62% of total fares.