* The company’s presence is majorly in the Urban areas, followed by Suburban and then Rural.
* Above trend is observed with respect to the number of rides, total fares and number of drivers.
* However in terms of average fare of a ride, the trend is reverse with Urban being the lowest while Rural has the highest. As a result
  + There is a good scope for increasing the penetration in suburban and rural areas with more drivers and lesser fare.
  + In Urban areas, the company should look at flexible fare to ensure that the fare matches the traffic pattern. This can reduce number of rides in Urban areas and temporarily supply more drivers in Suburban and rural areas during the initial expansion period.