Trends in the Data:

There are multiple trends in this data that drivers can use to maximize their value of using the Pyber service.

It seems that while the vast majority of drivers and riders use services in urban and suburban areas, the average fares for rural areas are higher than those of urban or suburban areas. However, looking at the distribution of average fare against the total number of rides it seems that the average fares have a much higher variance than the suburban and urban cities. Those drivers that are searching for a steadier income stream should consider servicing Suburban and Urban areas while those who may have a higher risk tolerance should consider servicing rural areas.

Drivers may want to consider working in rural areas if they want less competition for higher fares. While total fare costs for rural areas consist of 6.81% of the total fares, the drivers only account for 2.62% of total drivers.

Suburban drivers also seem to benefit from this shortage of drivers but not in the same extent of rural drivers. They account for 16.48% of total drivers but capture 30.46% of the total fares.

Further studies:

Some further trends that could be of interest is to track the length of trips versus the fares generated from that trip also broken up into different cities types. As the pricing structure of Pyber is unknown at this time, this could help confirm my hypothesis that the nature of rural areas (having buildings/destinations being further spread out) would make the trip longer and generate higher fares. This could help drivers consider time commitments when deciding where to service areas. Those drivers that cannot commit larger chunks of time may consider sticking to urban/suburban areas.