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Observations – Pyber

The highest percentages on all three pie graphs belong to the Urban city type. This is not surprising due to the increased population which allows for more drivers to carry people on more rides.

* Rural drivers are a small percentage on the pie graph
  + when you consider the amount of fares and the small number of drivers it may be possible for a rural driver to make a living working for Pyber
* Urban fares are the lowest by city type
  + The cost of a ride is determined by the distance between destinations.
  + Ride sharing has taken the place of calling a taxi in many urban areas, passengers are probably using ride sharing over hailing a cab
* Rural fares are the highest
  + Distances between destinations are further in rural areas which results in higher fares
  + This benefits the driver, but also benefits the passenger as a taxi is most likely unavailable in rural areas.