Andrew Shaw

T/TH/Sa

Pyber Analysis

This Pyber assignment showed us riding trends for ride sharing apps like uber and lyft. The first thing that I immediately noticed that is urban areas have the highest concentration of rides by far. This is not a surprising development but from a data perspective shows that these companies should be focusing on trying to reach out to suburban and rural areas to show their value to those citizens.

The second trend, is that despite having less than 1% of drivers per city, rural areas have almost 7% of the fares. This shows that it is more expensive to take ride shares in rural areas, probably due to a lack of drivers, and would make it difficult to impose lower prices on these areas.

The third trend, is that suburban drivers, while only 12% of the total drivers, supply 25% of the fares. This means that suburban drivers are making more money than typical urban drivers, despite urban drivers being more likely to have multiple rides. As a driver, I would see this and be more willing to drive a little further to drop people off.