Pyber Three Observable Trends

1. Urban cities apparently have the highest number of rides & drivers due to the big population density, however it also means the ride distance is shorter therefore the lowest average fares.
2. Most of suburban cities have less rides & drivers than urban cities, but we can find several blue small circles which have very high number of rides, but not enough drivers. We should probably create incentives to attract more drivers in these cities.
3. Rural cities have very low total rides and drivers (less than 6%) among all city type, but total fares account for 17.6%, possibly due to longer ride distance, but still show huge potential profitability, and incentives shall be deployed for both clients and drivers in rural cities.