**Pyber Ridesharing Company Analysis by Alex Koynoff**

**Observations:**

* **Observation 1:** Based on the source data, as shown in the scatter plot, we can conclude that average fare is lowest in the Urban cities, while Rural cities have the highest average fares, with Suburban cities in the middle. However, Urban cities have the highest volume of rides. An explanation of that could be that in Urban cities, there are a lot more customers, thus the higher volume of rides, however, the distances in the Urban cities are a lot shorter compared to Rural and Suburban, thus the lower average fare price. Even though distance is not part of the dataset provided, an assumption could be made that distances within an Urban city are a lot shorter compared to rural areas. Another assumption that could explain the lower average fare in the Urban cities is that there are more transportation options such as public transit, regular taxis, and other ride sharing companies. That could have forced Pyber to keep their fair prices lower in Urban cities to provide an incentive for customers to use their service.
* **Observation 2:** When comparing the Total Fares by City Type vs Total Drivers by City Type, it shows that even though Suburban drivers make up 16.5% of all drivers, they bring in 30.5% of total fares, based on the datasets provided.
* **Observation 3:** While the analysis shows that the Urban cities bring in the most revenue for the Pybar company based on the total Fares by City Type, it might not be very lucrative for the drivers. Urban cities have the highest number of drivers at 80.9%, however, they only bring in 62.7% of total fares. That could mean that on average, Urban drivers make less salary compared to Suburban drivers for example, while also needing to do more rides, thus potentially decreasing the lifecycle of their vehicle. This could cause more repairs and maintenance needed, which can mean that drivers in Urban areas would have higher expenses than Suburban and Rural drivers.