Analysis

1. Some of the patterns observed was that the percentages of total rides, total fares and total drivers were the highest in Urban areas followed by Suburban areas and lastly Rural areas.
2. Urban cities also had the lowest average fare with the highest number of rides in comparison to the Suburban and Rural cities. This maybe happening because a lot of people live in the Urban area and probably drivers will be competitive amongst themselves in setting the fares that they charge.
3. Rural cities on the other hand, have the highest average fare and lowest number of rides