**Analysis**

1. Rural drivers are making more money as they have higher fares and less competition from other drivers. (2.6% of drivers taking home 6.8% of the fares) This could be good information for drivers in the suburban/urban areas. Maybe it pays to go out into a rural area for a day and test out the fares.
2. Pyber may be losing out on business. Potential customers may not take Pyber rides because of high fares due to supply/demand issues. More drivers in an area with high fares could lower fares and encourage more people to Pyber. (Uber has a “Surge” feature for their driver apps that shows drivers where fares are higher due to increased demand.)
3. A limitation of this data-set would be the mileage and time spent per ride. Although I can see the total fare, I would want to know if a high fare is due to a supply/demand issue (surge rate) or due to a longer trip.