Pyber Trend Analysis

1. Average fares are lower in the urban cities, and high and moderate fares in the rural and suburban cities respectively. The scenario may be explained by the demand for the services as we see higher number of total rides in the urban cities, and low and moderate numbers of total rides in the rural and suburban cities respectively.
2. Majority of drivers serve customers in the urban cities whereas there is still room to expand in the suburban cities given their higher average fare, smaller pool of drivers, higher percentages of total fares and total ride per capita of available drivers.
3. The rural cities have some similarities of characteristics as the suburban cities as mentioned in 2 above but with higher volatility and variance in average fares, total rides and total drivers. In addition, the market sector of the rural cities is perhaps too small to expand with possibilities of profitability in utilizing either economy of scale or economy of scope or both.