\* You must include a written description of three observable trends based on the data.

Three Observable Trends:

1. Urban activities constitute the overwhelming share of all activities in this business – well over 2/3rd in rides and drivers but slightly below at 62.7% in the Fare category possibly affecting revenues if margin percentages are the same across all city types.
2. This also shows that urban trip-lengths and therefore average fare is smaller than rural and suburban – which is to be expected since distances within urban cores are less than those in the suburbs and rural areas.
3. Suburbs produce the highest fare ratio – 30.5% with only 16.5% of the drivers and 26% of the rides - therefore we can deduct that the suburbs are higher per unit fare and revenue generators.
4. For future growth – the suburbs are the most promising zones presenting a better balance of fares, rides and drivers from a revenue generation perspective.
5. 



