Anjali Vardhan

Pyber Analysis

1. From the bubble plot it can be observed, the urban cities have highest total number of rides with the average fare being the lowest. There may be more urban drivers, hence they have lower fares. While on the other hand, suburban and rural drivers are less and can have higher fares.
2. The total number of rides is proportionately related to the total fares in urban, rural or suburban cities. Therefore, it would be by wise to increase the presence of Pyber in the suburban cities with high demand.
3. In comparing the pie charts, the number of drivers in rural areas is only 2.6%, but the total rides is 5.3% and the total fare is 6.8%, more than double the number of drivers. On the other hand, urban drivers represent 80.9%, yet the total rides is 68.4% and the total fare is 62.7%. This comparison suggests that rural drivers can make higher amount of profits than they would in urban cities.