When looking at the Pyber Ride Sharing Data bubble plot, urban has overall the most number of rides and lowest average fare follow by suburban then rural. This could mean there are more demand for Uber in the urban area than rural and suburban area. Since the urban area has a much higher number of rides it’s total fare amount is also higher than the other two area. By looking at the % of Total Fares by City Type pie chart, urban does have the highest percentage of 62.7%. Follow by 30.5% of suburban and 6.8% of Rural. Also, Urban has the most rides than suburban of rural. Additionally, urban has the highest percentage of drivers among all of the city type. This could indicate because there are more demands in urban area for Uber more people wants to be an Uber driver therefore more competition. In order to compete with other Uber drivers, they might lower their rate and result in a lower average fare and we can see that by looking at our bubble plot. But since information about how Uber driver charge their fare is not given. More information is needed to make a conclusion.