On reviewing the data the observable trends are as follows:

First, we have a large saturation in Urban areas. Though on average the fares are lower we have a larger count of consumers that utilize the application.

Second, rural areas though supporting the greatest average fares account for the lowest amount of utilization and saturation of the market. The amount of drivers that are being supported through our application is vastly lower than in the other city categories.

Thirdly, Urban areas is where we have the most amount of drivers and it is more accessible to our customer base due to the sheer numbers of drivers in theses areas.