Conclusions about Pyber

1. Rural rides typically have a larger average price per fare.
   1. I would follow this with a question. Is there less demand in these areas or less available ride share opportunities?
2. I believe what is missing from the data is comparing data to the historical data.
   1. This would help with making recommendations for all categories.
   2. Event if it was just current to last year data same at the same time.
3. For most urban cities, the number of rides is between 20 and 30 with a fares ranging from $20 to $30.