Conclusions:

1. Rural rides typically have a larger average price per fare.
   1. I would follow this with a question.
      1. Is there less demand in these areas or less available ride share opportunities?
      2. Or is there greater distance traveled from start location to end location?
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.
3. Most cities have a total range of rides from 20 and 30 per day with a fares ranging from $20 to $30.