Pyber Observable Trends

Scatter Plot Trends

The scatter illustrates several interesting trends that would be worth investigating more. Overall, the scatter plot shows that urban cities have the most rides, driver count per city, and lower fares. We can speculate why this is:

1. Urban cities are more densely populated and therefore have higher demand;
2. Driver count per city might be higher for urban cities due to the high demand and/or due to a higher supply of individual drivers (a denser city has a larger population resulting in a larger pool of drivers, possibly second or side job drivers, but also likely full-time); and
3. The lower fares could be the result of two possible factors that given more data we could understand better: lower fares could be the result of the higher supply of drivers and/or the distance of the ride.

The plotting of rural and suburban follow the expected trend, but the question of the fare remains. It would be interesting to have data on the distance of each ride as well as the spot price or drivers available per Pyber request to better understand how those factors are resulting in lower fares for urban populations. This is particular true to rural areas. There is likely to be less demand for rural areas since it is more likely that everyone is a car owner in rural areas, but you are also likely to drive longer distances. Data on the reason for the ride would be insightful as well: a ride to/from airport, a ride to/from dinner/bar/etc. It would be really interested to examine the types of rides by city type to determine what are drivers of demand and how due they vary across city type.

Pie Charts

The pie charts illustrate how much of each city type makes up of the aggregate. While urban cities have lower fares, they make up a total of 62.7% of total fare revenue. This is likely due to the large demand for rides as show in the second pie chart. Interestingly, total rides for urban cities accounts for 68.4% of the total which is a slightly higher percentage than the total fare revenue accounted for which is the result of a lower fare per ride. Whereas, suburban makes up 26.3% of total rides but accounts for 30.5% of total fare revenue which is due to the higher fare per ride. Rural follows a similar pattern as suburban. Urban cities dominate total driver count with 80.9% of total drivers. While this seems to confirm the theory that the lower fare in urban areas is related to a larger supply of drivers it would still be important to have data on distance per ride to understand what is influencing the fare or how much each factor influences the fare.