1. Urban areas have the greatest amount of rides and drivers, leading to the greatest percentage of profits. Rural areas have the least amount of drivers and riders, hence the least amount of profit.
2. Rural residents use Pyber the most infrequently, however when used, they have potential for the greatest amount of fare charges.
3. There appears to be a negative correlation between number of drivers and average fare. It is noticeable that Urban and Suburban areas have more drivers, however their average fares are lower than their Rural counterparts.
4. It may be to the benefit for drivers to be focusing in the suburban areas, where their average fare is greater than urban drivers, and they will face less competition.