1. Although the average fare for urban areas is less than the other categories, it makes up 62% of the total revenue generated. This difference is due to 68% of rides being in urban areas.
2. Based on the bubble plot, you can see that in cities with a higher total ride count also have a higher number of drivers.
3. Total ride count by city type breaks down how I would expect, with more rides being taken in urban areas, which you would expect to be more populated than suburban and rural areas.