Pyber Analysis Summary

With the given Pyber data, we found the following trends:

1. Average fare is lower in urban areas.
2. Roughly 70% of all rides and total fare value come from Urban riders.
3. Rural areas have the highest average fare and the least drivers and rides.
4. While comprising of roughly 35% of all rides and fares, Suburban and Rural cities afford only 22% of Pyber's total driver population.

The analysis shows that there may be a strategic opportunity to boost driver counts in the Suburban and Rural cities to enhance market share.