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**Pyber Analysis**

Based on the information provided regarding the data of cities and rides from 2016, with a total count of 2375 rides, divided by 3 city types: Urban, Suburban and Rural; and a total of 120 unique cities we can deduce that the Urban sector is currently taken more than 60% of the market -comparing rides, total drivers and total fares- being the most impacting one. Also, this sector has more unique cities than the others (96.8%) so it’s to expect that this sector brings more drivers and total fares.

Beyond this clear trend and swimming deep in the differentiation, we can observe an opportunity in the others not so developed city types, as Suburban and Rural, especially in this last one because contains the more expensive fares by ride so even a low increase in the count will allow the company to have more revenue in a short period.