

## Pyber Observations

- Even though suburban and rural cities have larger average fares than urban cities, urban cities have significantly more drivers and higher ride counts. The data suggests that opportunity for fares is more important than fare size when determining where to drive.
- Pyber makes the bulk of its money in urban cities but a driver can maximize their revenue by working in a suburban city.
- It seems that rural cities are the least predictable when it comes to fare size.