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Unit 5 | Assignment – Matplotlib - The Power of Plots

Option 1: Pyber

Written description of three observable trends based on the data:

The majority of Pyber’s business comes from the Urban environment:

Approximately 81% of the drivers are “Urban”, and they earn about 63% of the total fares & account for about 68% of the total rides.

There are much less drivers and rides overall in the Rural environment (compared with Urban), but the average fare is higher, so approximately 3% of the drivers earn about 7% of the total fares.

To a slightly lesser degree than Rural, Suburban follows the same trend of having a smaller number of drivers earning a proportionally larger share of the fares.

If Pyber had more drivers in Suburban & Rural areas, could it boost its total revenue, or are there less customers, and this would just make it less lucrative for the drivers? Pyber should get feedback from their drivers and find out if they think there is room for growth.