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Homework 5 Observations

1. The fares in the rural cities tend to be higher, which should be pitched in those communities to increase driver and rides numbers.
2. The biggest growth potential seems to be in the Suburban cities, where suburban fares make up 30.5% of revenue on just 26.3% of the rides, with only 16.5% of the drivers.
3. The majority of drivers operate in urban cities, and while those markets account for 62.7% of the revenue that piece of the pie is spread out amongst many more drivers. The average price in the suburban and rural markets is higher indicating to me an opportunity to capture additional revenue by raising prices in urban markets.