

John Michals

Rutgers coding bootcamp

Pyber analysis

9/15/2018

The following trends are some measurable statistical relationships that were uncovered when the data was analyzed. This analysis was written from the perspective of an analyst passing on information to a novice driver seeking assistance on choosing a professional territory.

An observable trend in the data seems to be the dichotomy drivers' face when it comes to underlying motivation. The contrast is between profit margin and volume. As a driver, if you are motivated by a high frequency of rides throughout the day, the city is where you need to be. If on the other hand, your goal is to maximize the profit on each trip, drive in the rural areas.

From the data present in our first two pie charts, we see that 68.4% of all rides in a given city are urban. Additionally, 62.7% of all fares are for urban rides. This seems to justify the intuitive correlation between number of rides and fares. Furthermore, our bubble chart presents statistical evidence to support the claim that the number of rides is dominated by the urban areas. This could be due to a large number of factors including population, mass transit systems, commuters and real estate types. While we don't know why the urban areas have more rides, we can deduce that it is mainly due to population density. There are just more people in cities than in rural areas.

We've all been in big cities, the hustle and bustle and the myriad of ways to try to navigate the streets. Given the mass of people either living and or working in the big cities, the amount of rides becomes self-evident. As a driver, you will have no problem finding clientele. The problem you'll face, given the lower fares, is competition. Over 80% of drivers drive in urban areas. Be prepared to honk at the competition, a lot.

On the flip side, if you are the type of driver that wishes to take fewer trips per day and attempt to maximize your profit on each trip, head to the rural areas where the average fares are larger. While there is no comparison to the volume of trips available in rural areas compared to urban or suburban areas, the average fare is greater than any other area measured. This could be due to the smaller population, less mass transit infrastructure, lower volume of drivers to begin with and longer distances on the average trip. Regardless of why though, if as a driver you don't mind only having a few rides, 'head west young man' as the saying goes, your pocket will thank you later.

Now if you want to try the best of both worlds, look to the suburban areas. While they have lower average fares than rural trips, as a driver, you can expect more opportunities for ride sharers using your service and you won't have to compete as much with the urban drivers as only 16.5% of drivers are in suburban areas. The bottom line here is if you have a strong preference, volume or profit, head to either the urban areas or rural areas. If you aren't sure because both motivating factors are of equal importance to you, try the suburban routes instead.