**Option 1: Pyber – observable data**

In completing this exercise, I found three major observations from the data:

**Trends seen with % of Total Fare per City type:**  Pyber is most profitable in Urban areas.

**Trends seen with % of Total # of Drivers by City type:** There is higher demand for Pyber Drivers in Urban areas which you could infer is due to the higher population.

**Trends seen with % of Total # of Rides by City type:** There is higher number of Pyber Rides in Urban areas which you could infer is due to the higher population.