Erik Dubec

Pyber Analysis

1. Urban cities tend to have the most drivers, the highest number of rides, and the lowest average fares. Rural cities tend to have the fewest drivers, the lowest number of rides, and the highest average fares (though on this point they’re somewhat more spread out than either of the other two types of city). Suburban cities tend to fall between Urban and Rural cities in all three of these metrics.
2. Urban cities have 80% of the total drivers of any city type, but only 68% of the total rides. This, combined with the lowest average fares means that urban cities only account for about 62% of the total fares by city type. It is likely that the fares are lower since things are generally relatively close together in urban environments, so that part is unlikely to change unless we artificially increase or decrease fares to increase overall revenue. The total number of rides is the only thing that is likely both to change easily and affect overall revenue.
3. Suburban cities make up 26% of the total rides but command a slightly larger 30% of the total fare. Rural cities have the same trend (5% of the total rides, almost 7% of the total fare), but make up a much smaller part of the total. Suburban cities also have a much smaller 16% of total drivers. With all of this in mind, I would suggest focusing on suburban cities (though not at the cost of sacrificing urban cities).