Ellen Riina

Matplotlib Homework – Written Analysis

**3 Observable Data Trends Based on Pyber Data**

1. The bubble chart shows that the while there are substantially fewer rides in rural areas, but those rides are more expensive than most suburban or urban rides. This is likely due to the distance traveled during each ride, but there was no data provided to support that. It could also be impacted by how far away suburban or urban centers are from the rural cities where the rider is trying to go or return from.
2. The bubble chart also displays the number of drivers per city type. Unsurprisingly, most drivers are located in urban areas, suburban areas, and rural areas accordingly. However, the cost per ride indicates that rural drivers might be better compensated for doing less rides than their urban or suburban counterparts. This could be helpful determine if limiting drivers or recruiting drivers within a specific city would be beneficial for driver happiness and driver net earnings.
3. The percentage of total fares by city type and total rides by city type pie charts show that the urban rides provide the most revenue and largest volume for Pyber. This is not surprising given the possible number of riders are more condensed in an urban setting more than in a suburban or rural setting. The business model is mostly reliant on high-volume lower-cost rides.