Pyber Analysis

1. From the scatterplot it is evident that rides in rural areas are more expensive (average fare) than rides in urban areas. This may be because places are more spread out in rural areas, hence a farther distance to travel.

2. However, even though the rural rides are on average more expensive, urban areas bring in a far greater portion of profits for the company (62.7%).

3. Following this trend, it makes sense that there are far more drivers in urban areas compared to suburban and rural areas.