PyBer\_Analysis

Overview

Do analyses of the growing service of ridesharing service so not only the company is benefited but also the driver. In order to do that we must do market analysis so it can help them understand consumer behavior

Purpose

Analyze the use of ridesharing in three different city types (urban, suburban, and rural), as well as the relationship between the proportion of drivers and passengers in each type of city and how it affects prices. The overall research and data visualizations from the first three months of 2019 will make it easier for PyBer to strategically increase access to ridesharing services and assess their affordability.

Result

Ride counts by city type is expressed using a box and whisker plot and pie chart.

Chart, box and whisker chart

Description automatically generated

Driver count

Driver counts by city type is expressed by the number of drivers per city type. The urnban driver is higher than the rural driver by 9times.Chart, box and whisker chart

Description automatically generated

Fare counts

Fare counts by city type is expressed through the number of fares per city type, the percentage of total fares by city type and the total weekly fares for each city type.

Chart, box and whisker chart

Description automatically generated

Chart, line chart

Description automatically generated

* Urban, rural and suburban rise at the end of February.
* Urban drops down at the end of march.
* Suburban drops in the month of April while April rise in the beginning of April.

Summary

 The summary's findings DataFrame may be as a result of the more compact urban city types collecting a lower average fare per ride and the more dispersed rural city types collecting a higher average fare per ride. PyBer should strive to incorporate mileage distance data as part of the data collecting and analysis process in order to test this hypothesis.

The company should be more invite-able for the existing drivers try to attract more drivers by creating rewards.