**Pyber**

**Observable trends:**

1. The bubble plot shows that the urban cities have the most number of rides but lower average fares. Urban cities mostly have large driver counts. It can be deduced that the availability of more drivers in urban cities results in competitive lower fares for the rider. There are some cities where the demand for rides is high and the driver count is low. Despite the low driver count, the average fare for these cities is low which signifies this to be a strategic move by Pyber to avoid losing riders to other competitors.

2. From pie charts 1 and 2, we can conclude that total fares is proportionally related to total rides.

3. Urban cities have lower average fares but account for 62.7% of total fares. This can be attributed to the increased ride demand(68.4 % for urban cities as seen in the % of Total rides by City Type plot) and large driver counts(80.9 % for urban cities as seen in the % of Total Drivers by City Type plot) in the urban cities.