Although Pyber has presence in urban, suburban and rural cities, but the market share is unequally distributed across these areas.

Three observable trends:

1. The number of rides taken are inversely proportional to the average fare. It is evident from the scatter plot that in urban cities, the customers take frequent rides and the average fare of the rides is less. But in suburban and rural cities, the number of rides is less and the average fare of rides is quite high.
2. The average number of drivers are more in urban cities and less in suburban and rural cities which indicates that Pyber has more service demand in urban cities compared to suburban and rural cities. However, some suburban cities have higher service demand but less average number of drivers.
3. The total fare and total rides are both highest for urban cities, which clearly shows that although average fare is less in urban cities but the more number of rides compensates for it resulting in high total fare in urban cities. The same strategy can be adopted for suburban cities by focusing on increasing the number of rides by reducing the average fare of the rides so that customer avail more services from Pyber and lead to overall increase in total fares from suburban cities.