Trends

#1 Avg fare is inversely correlated with population density/city size

Even though rural cities only comprise 2.6% of total drivers and 5.3% of total rides they generate 30.5% of total fares. The avg fare is much larger.

#2 Number of drivers per city is positively correlated with population density/city size.

Makes sense that there would be more drivers in larger cities and vice versa.

#3 Number of rides and total fares is positively correlated with population density/city size.

Like #2 it makes sense that total fares and rides would be more in larger cities.

These are the trends I’ve identified from this limited data set. I would love to see more detailed data on duration of rides plus the duration of a drivers shift to drill down more into efficiency and potential profitability (not that Lyft or Uber care about the latter).