**Analysis**

Based on the data provided in the two files that include information about rides made in several cities and drivers in each city and city type, we can see the following trends per city type: Urban, Suburban, Rural.

* The service of Pyber is used most by users in the Urban area (67.5%) of the rides serve in the Urban cities. The second place is used in the Suburban cities (27.3%) and finally only few of users (5.2%) use this service .
* The percentage of fares in the Urban area is the biggest (62%), followed by the percentage of fares in the Suburban area (31.4%) and finally the percentage of the fares in the Rural area is the smallest (6.6%).
* The two above imply that the percentage of drivers is bigger in the Urban area (86%) of the total of drivers. The need of the Pyber service is bigger in the Urban cities. It implies that Pyber should increase the service in the Urban cities rather than the Rural cities.