Pyber Data Observations:

1. Expected conclusions are not established. What questions are we trying to answer looking at the data?

2. Urban cities account for majority of the trips, number of drivers and total fare collected followed by Suburban and Rural areas.

3. The average fare collected is lower for the urban cities and higher in rural areas with suburban areas in the middle. One cannot conclude that rural market segment is more profitable based on this observation. One of the possible reason for higher average fares in rural areas could be the trip origination and destination points could be farther apart in the rural areas as compared to urban and suburban areas. Average fare per distance travelled would be a better metric.

4. Using mean/average as measure to analyze this data might not yield thorough conclusions given the (small) size of the data and relatively greater spread. A better way would be able to relate the ride to the driver and only consider the number of drivers with an associated ride record to create the bubble chart to understand the relation between the four specified variables.