**Observable Trends based on data:**

1. Bubble plot – from this graphic, we can see that we have a higher number of total rides, as well as a higher concentration of drivers in Urban cities. We see driver count start to trail down as we move from Urban -> Suburban -> Rural. It’s also interesting to note that average fare seems to be higher in Rural cities than Urban cities. Overall, there is a negative correlation between average fare and total number of rides.
2. Fare by City Pie – from this graphic, we can see that Pyber makes most of its revenue from Urban cities. 62.7% of its total revenue came from Urban, vs just 6.8% coming from Rural.
3. Ride by City Pie – from this graphic, we can see that Pyber has most of its drivers concentrated in Urban areas. This makes sense when we think about it from a logical standpoint (more Urban areas have a higher concentration of people in general, meaning more drivers). Our other graphics seem to support this as well (most revenue from Urban seeing as there are more drivers and more rides occurring in Urban areas).