Three observations regarding the Pyber data:

1. Rural cities typically had higher fares and a lower amount of rides while Urban cities had more rides but a lower average fare. One factor that could play into this is the greater amount of drivers in Urban cities as compared to rural cities.
2. Rural cities were the only ones to have average fares that climbed higher than $40 dollars. While two suburban cities had an average fare of over $35 dollars, no urban cities had an average fare that crossed the $30 dollar category.
3. No Suburban or Rural cities had more than 30 total rides, whereas three Urban cities accumulated over 35 total rides. The sheer amount of rides in the Urban area is what led the Urban cities to make up 62.7% of the total fares.