3 Observations for Pyber:

1. The "Rural" cities have under 3% of total number of drivers, but have over 5% of the fares and total rides. Looking at those cities and their proximity to an airport to potentially capitalize on more use of rides to and from the airport. Possibly looking at a tiered system of fares that decreases the further the ride to incentivize these patrons to utilize Pyber for longer rides.

2. The "Suburban" cities average fares are not far off from that of the "Rural" cities. It would be beneficial to look into where the most common pickup and drop-off coordinates are to share with drivers to increase actual ridership.

3. Further dissection of the "Urban" data to look into what time of day the service is most used would be beneficial. Try to find times of low ridership (workday vs late night) and determine marketing ideas to boost ridership.