Three Observable Trends

1. According to bubble plot, urban cities tend to have higher number of rides than suburban cities, and suburban cities tend to have higher number of rides than rural cities. Basically, the more densely populated a city, the more rides there are. There are more riders and rides with higher population.
2. According to bubble plot, rural cities tend to have higher average fares than suburban cities, and suburban cities tend to have higher average fares than urban cities. People typically have to travel farther if destinations are more spread out, which costs more.
3. According to pie chart of “% of Total Drivers by City Type,” the vast majority of drivers are in urban cities. Urban cities have more people, which also means more potential customers create a demand for more drivers.