The first trend that I notice is that the urban areas typically have more drivers per city and have a lower fare in comparison to the suburban and rural city types. The percentage of total fares and percentage of total rides the urban city type nearly outweighs the other two city types almost 2:1. However, your competition as a driver is far greater. Urban city types total up over 80% of the percentage of total drivers however, one key metric that should be added is a per capita basis per city ranked in this list. This will allow us to analyze which cities are the most lucrative to drive in.