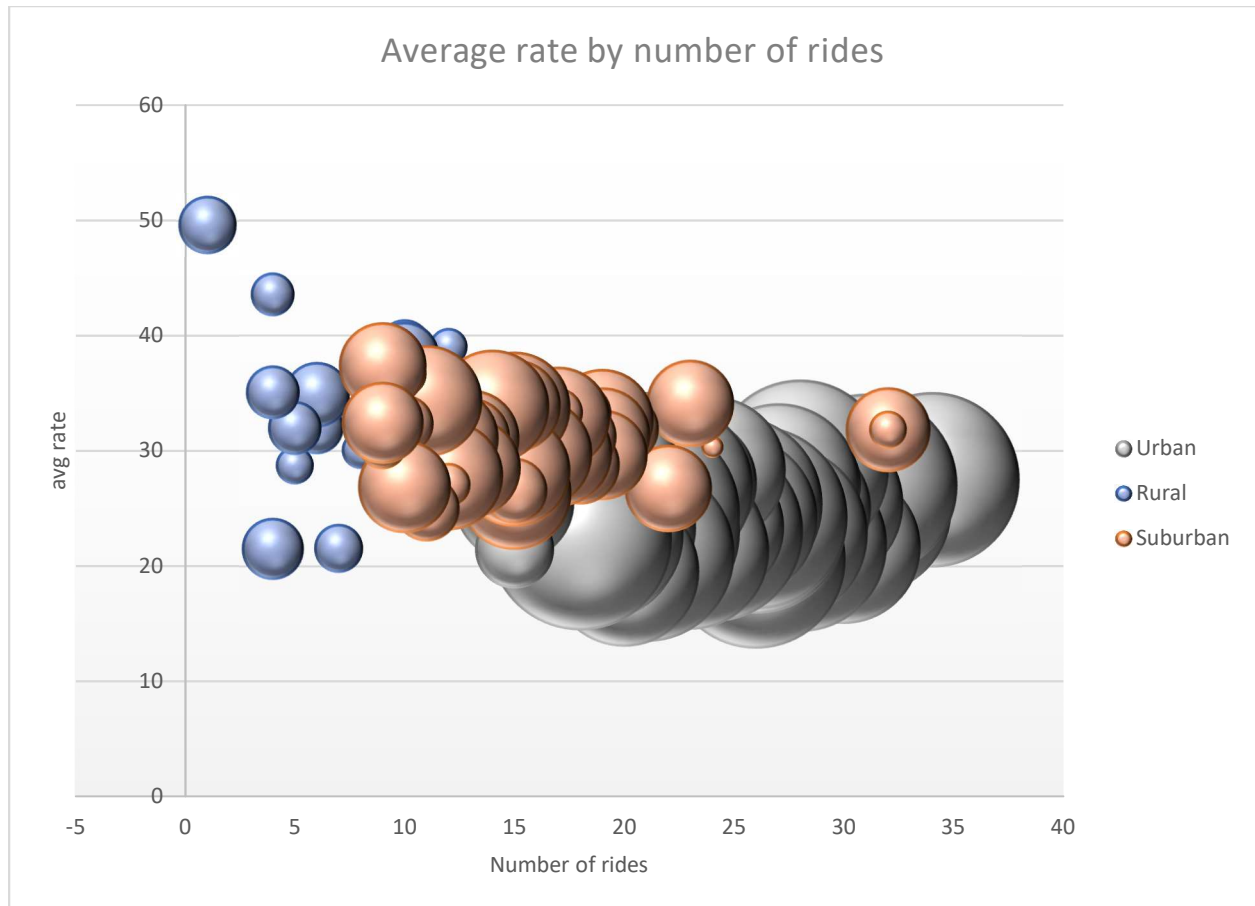


Observation 1: While Urban markets provide the largest portion of Pyber's revenue. They do it with the greatest number of drivers.

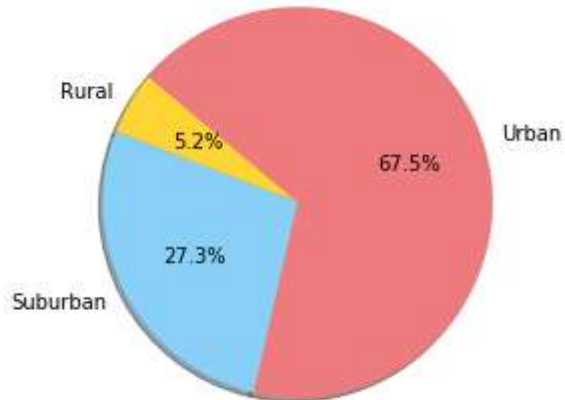
Observation 2: Suburban markets provide the grates opportunity to grow margins as they contribute 31% of Pyber's revenue while only providing 19% of the drivers

Observation 3: Lack of drivers in rural markets drives up the average cost of rides

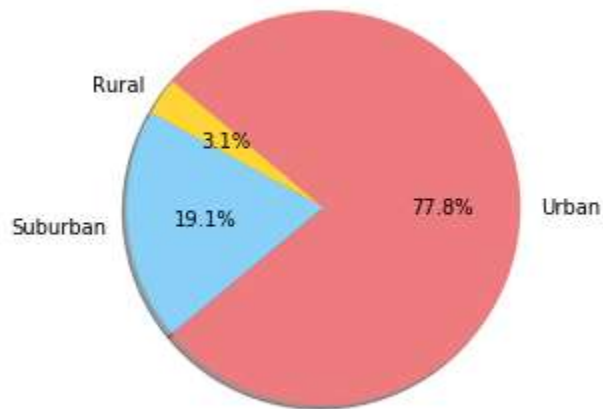


	number_of_rides	average_fare	driver_count	type	total_fares
city					
Alvarezhaven	31	23.928710	21	Urban	741.79
Alyssaberg	26	20.609615	67	Urban	535.85
Anitamouth	9	37.315556	16	Suburban	335.84
Antoniomouth	22	23.625000	21	Urban	519.75
Aprilchester	19	21.981579	49	Urban	417.65

Rides by Market Type



Number of Drivers by Market Type



Total Revenue by Market Type

