* The number of trips in an urban area are more abundant and cheaper. The reason for this behavior relies on the fact that in a city there is a concentrated market with lots of driver, lots of customers and short distances.
* For the rural areas, the distances are long, few drivers and customer and as consequences, average fares are higher.
* Despite the total number of drivers in urban areas is over 80%, the total revenue is around 63%. Again, a great number of drivers allows a high supply that reduces prices and consequently decreases revenues.