

The trends in the data highlight that nearly 63% of total fares are derived from Urban locations. Following this same trend, slightly above 68% of rides in the rider population are classified as taken in an Urban setting. Similarly to the fares and rides that show the Urban category as the leader, the majority of drivers are concentrated in the Urban setting. The interesting aspect to point out though is that the driver population in the urban setting represent nearly 81% of all drivers, which is much higher proportion than the fares and ride proportion that the Urban category represents.

In general, Urban type represents higher number of rides, more drivers, but lower in terms of average ride fare when compared to both Suburban and Rural.