The dense living conditions in urban areas are very good business for ride share services. All the graphs indicate that the (average)fares, the number of riders and number of paid rides are all higher in the urban areas.

* The urban riders cluster around 18-34 rides and the fares range from $20-$30.
* Suburban riders clustered between 12- 27 and the fares cluster $27-$35.
* Rural riders clustered around 3-12 and the fares range from $24-$ 44

An interesting analysis which could have been done was to review the times of day that the heaviest urban ridership occurred and then to calculate the fare per mile. Once this is obtained it would be useful to calculate the miles per gallon per ride to the fare per ride. Using this number it would be good to see the true cost of moving one mile. Once this is determined it may be useful to see if there are new opportunities if the cost of gasoline goes up or down.

In almost all cases the numbers in the urban areas are at least 100% more than the suburban areas and many more than the rural areas. The business is most profitable in the urban areas. The next are of growth maybe having a service that operates between the suburban and urban areas. This may be the idea behind services such as Scoop. These services operate on reoccurring mid-range rides between suburban and urban areas.

Lastly, the current information is not able to indicate things which may influence the frequency of the rides. Is this during bad weather, a special event, are these repeat riders, are the rides clustered around specific geo locations. This is a good start for analysis but more insight and specific questions need to be calculated to help identify the future opportunity.