1. One of the most glaring standouts from the data is that area’s which have a higher number of rides tend to have a lower average cost per ride, and vice versa. Urban has the most rides per city with on average the lowest cost fare and Rural has the lowest rides per city with the highest cost on average while Suburban falls in the middle.
2. Suburban by a wide amount produces the highest percentage of total fares when you go by city type. Suburban produces 62.7% while the next closest is Rural with less than half of that at 30.5%.
3. Now even though Suburban produces by far the largest fare it actually produces over 80% of the total drivers by city type and 68.4% of the total rides. It’s fair to say that the areas with less population and riders produce a better bang for their buck despite their being less quantity.