

Analysis of Pyber ride data

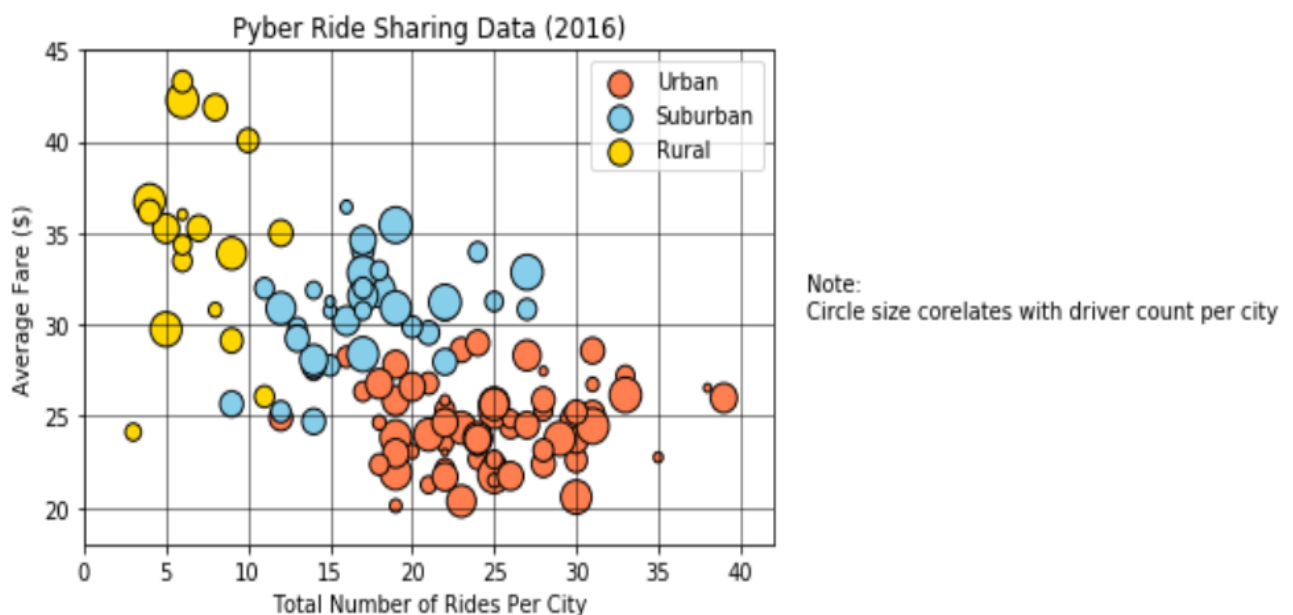
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The ride sharing bonanza continues! Notable players in this service sector are: Uber and Lyft. They are probably using lots of Data Analytics to stay competitive.

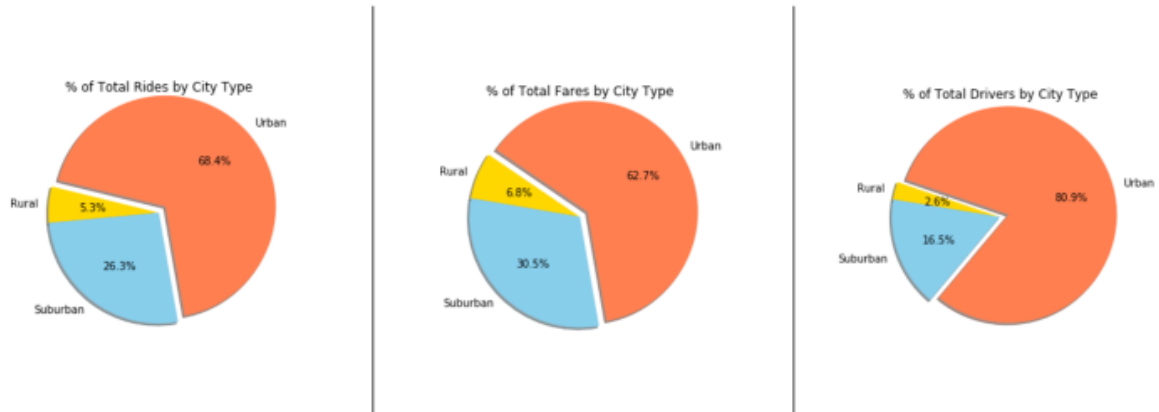
In my role as the Chief Data Strategist, I have analyzed our own data for 1st quarter of 2016 and provide a brief summation and conclusions from this undertaking.

	Total	Urban	Suburban	Rural
Number of Cities	120	66	36	18
Number of Drivers	2,973	2,405	490	78
Number of Rides	2,375	1,625	625	125
Total Revenue	63,538.64	39,854.38	19,356.33	4,327.93
Average per City	529.49	603.85	537.68	240.44
Average per Driver	21.37	16.57	39.50	55.49
Average per Ride	26.75	24.53	30.97	34.62

A graphical representation of our data is shown below:



The pie-charts shown below zone in on further differences between the three categories of cities.



Basic conclusions that may be drawn from examination of above data are:

- Urban drivers are not as busy as Suburban drivers are.
 - This may be due to availability of public transportation
- Rural rides produce relatively more revenue per ride
 - This could simply be a consequence of wider spread communities and thus longer distance between the start and end points
- However, there are not that many total rides needed in the Rural areas
- Rural operations are more profitable