**Pyber Analysis**

* According to the Pyber ride sharing data (2016) chart, there appear to be the most drivers per city in urban areas and the least amount of drivers per city in rural areas. This suggests that the Pyber services is much more valuable to people who live in larger cities with a more dense population.
* Fares also appear to be higher in rural areas which may be due to the fact that there is limited availability of drivers or that rides, in general, may be longer due to locations being more spread out in rural areas.
* While urban areas tend to have a stronger relationship between lower fare and total number of rides, the number of rides in suburban and rural areas tend to be less impacted by price. This suggests that those in rural areas may be more likely to use the service out of necessity and that fares are driven more by the length of the ride. While those in the cities may use the service more due to availability, the circle size suggest a higher number of available drivers.
* The service seems to generate more business in Urban areas than in rural and suburban areas based upon the total fares by city type pie chart.
* The pie chart which shows the total rides by city type shows that the service is used more frequently in Urban areas.
* The percentage of overall drivers by city type pie chart.