October 19, 2018

Pyber Trends

* We can see from the bubble plot that Rural city type has the smallest driver counts per city. The size increases for Suburban, and is maximum for the Urban city type.
* The total number of rides per city also has the order Rural < Suburban < Urban

The average fare has the reverse order Rural > Suburban > Urban

* The pie charts show that the Urban city type explodes compared to other 2 regarding % of Total Drivers, % of Total fares, and % of Total Rides

Urban type has 80.9% of total drivers and 62.7% of total fares, Rural has 2.6% of total drivers, 6.8 % of total fares, while suburban comes in between and has 16.5 % of total drivers and 30.5% of total fares

This shows that as there is more demand for rides in urban areas, there are more drivers, but due to competition, the average fare is less. On the other hand, with less drivers available in Rural areas, they charge higher average fares and Suburban is similar with average fares a bit less than Rural areas.

In a way, these graphs also show a lifestyle difference in the city types with Urban standing out for being busier, and people needing more rides due to more events and activities. It could also imply people in urban areas not preferring to drive as much due to traffic.

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