

Pyber Analysis:

1. While Urban areas have more drivers to account for more rides in those areas, the average fares are typically lower than those in rural or suburban areas.
2. Rural areas made up the least percent of all total rides by city, total fares by city and total driver count by city.
3. As you analyze rural to suburban to urban data, percentages increase respectively across total rides, fares and driver count to account for the increase in population.