PyBer Analysis:

1. There are obviously more rides in urban cities, which could be attributed to the significantly higher population sizes in urban areas compared to that of rural or suburban areas. Also, there are fewer people in urban areas than in urban or suburban areas who have a car due to costs of maintenance and inconvenience. It would also follow that there are more drivers in urban areas (although my numbers are off) since there is greater demand for rides.
2. The average fare is, on a whole, lower in urban areas than rural areas. This could be attributed to the idea that people in rural areas need to driver longer/greater distance to reach their destination. Rural areas tend to be more spread out while urban areas are more concentrated/compact.
3. A majority of PyBer’s sales comes from urban rides.