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Analysis of Pyber ride data

By looking at the Pyber ride data we can see that the average fare per ride is directly proportional to the population density. This is of course assuming that cities classified as urban have a higher population density than suburban cities, and suburban cities have a higher population density than rural cities. From this we can infer that the rider’s destination is on average closer in cities with a higher population density.

It is interesting to note that although 62.7% of total fares were collected in urban cites, those fares were collected from a higher percent of the total amount of rides (68.4%). In addition, these fares were collected by nearly 81% of the total drivers. This shows that individual drivers in urban cities on average collect a lower fare total than other types of cites. Perhaps the competition for jobs is more fierce, or possibly there is a higher percentage of part-time drivers.

The paragraph above is just the opposite for suburban cities. The percentage of total fares collected in the suburbs is 30.5%, and these fares were collected by only 16.5% of the drivers giving 26.3% of the total rides. If 30 % of fares are collected by only 25% of the rides, the average fare per ride is higher than the total average – but not by much. However, only 16.5% of drivers collecting over 30% of the fares indicates that individual drivers are collecting more per driver than their urban counterparts. Perhaps due to economic conditions in the suburbs fewer people are willing to work part-time.