Pyber Written Description

The Pyber ride data was segmented by city type and categorized into 3 groups: Urban, Suburban and Rural. A scatter plot and pie charts helped visualize the data. Upon doing so, it was evident that the Urban group had the highest number of drivers out of all three groups, the highest amount of fares collected and the most rides.

The scatter plot shows that rural fares were higher since the distance traveled was further than both the urban and suburban groups. However, both the suburban and rural groups had a low number of fares collected since there aren't many drivers in these groups.

The data shows that the number of fares collected is driven by the number of drivers.