Here are three noticeable trends from the Pyber data charts and plot.

1. Looking at the bubble plot, we see that rural areas have the highest fare prices and the lowest number of riders. It is likely that the higher prices are to be able to make profit on lower ridership. Alternatively, it could mean that people in rural areas need longer distance rides than those in urban and suburban areas so the costs come out higher for that reason.
2. Although rural areas have the highest average fares, they make up less than ten percent of the totals for drivers, fares and number of rides.
3. Less than 1% of drivers are of the rural areas. Therefore, it apparent that drivers from the urban and suburban areas service the rural regions.