From the bubble plot, it can be seen that even though urban cities typically contain the highest driver counts and total number of rides, as a group they see the lowest average fares. This is most likely due to the fact that urban cities are typically denser and require less distance to travel on each ride. Obtaining data containing ride distance would be helpful in confirming that.

Another observation is that the percentage of drivers per city type is not in alignment with population data. While most of humanity now lives in urban or suburban areas, more than 2.6% of people live in rural areas. Since rural areas typically do not contain destinations within a reasonable distance, using a personal car is so much more convenient than alternative modes of transport. In turn, they own more cars and the need for Pyber and its drivers does not occur at the same rate as urban or suburban areas. Thus the percentage of drivers per city type is significantly different than the percentage of population per city type.

The last observation is that the percentage of total rides and percentage of total fares follows a fairly similar pattern. This was expected since demand for more rides should lead to an increase in total dollars. As mentioned earlier, higher demand for rides does not lead to a higher average fare. It would be interesting to find the difference in profitability between the city types and find out if that were to correlate to higher demand for rides.