**Pyber Trend Observations**

Urban cities attract the most drivers, have the most rides and generate the most revenues due to their economical and geological characteristics.

Rural cities have the least number of drivers with lowest number of rides. Therefore, they have the least revenues because of the lack of needs for ride sharing in less crowded and less busy areas.

Amongst the three metrics, the number of drivers in three different geology settings is the most skewed with urban cities take up almost 81% of total driver while the other 2 regions only make up less than 19%.