Pyuber Homework Analysis

The bubble graph indicates that the vast majority of uber rides happen in urban areas. This makes sense because urban areas are more densely populated which means that more people are going to use uber. However, if you look at the prices then you will notice that prices are much higher in rural and suburban areas. This makes sense because in order for uber to be at a certain price point you need to have economies of scales. Uber drivers can charge less per person if they have more customers since many of share riding services have a lot of fixed costs. Therefore in order for an uber driver to be profitable in a rural area he will have to charge more money because he won’t have as many customers

The three pie charts all tell the same story. Vast majority of uber sales are going to come from urban areas because that’s where a vast majority of their customers are located and therefore rides are located. As a result of that if uber wants to make money they will make sure they have more drivers in cities and therefore if you want to be an uber driver you will go work in the city.