Three observable trends based on the data:

1. Pyber business appears to produce the most profits in Urban area in every aspects: Urban area contributes to 68% total rides, 86% total drivers, and 63% total fares. Least revenue comes from Rural area with a contribution of 5% in total rides, less than 1% in total drivers, and 7% of total fares. There are multiples reasons for this trend: 1) Parking in Urban area is relatively harder than other places, so people prefer a ride more frequently. 2) Distance in cities is usually shorter than other areas, so the fares are more affordable. 3) The employment force in urban area is usually larger than rural or suburban, thus more drivers work join this business. In general, urban area is a good environment for Pyber to thrive. Although there is more competition in this market, we find it still have more room to grow. Thus, we recommend to still invest in this market.
2. Suburban area is a great potential market for Pyber. Although suburban only contributes to 26% total rides, it makes up more than 30% total fares. Thus, it is recommended to expand business in this market by provide more marketing and recruitment strategies.
3. Rural area contributes least to total revenues with only 1% total drivers and 5% total rides. Beside some traditional reasons such as consumer habit, higher fare is one of the causes for this trend. Pyber can consider expansion in this market because it appears to provide the most revenue per rides, and there are not many competitions in this market yet. One recommended strategy is to provide discounts to introduce this new service to rural people. Thus, create a new demand in this market.