Pyber Overview

* **Urban rides contributed 63% of all the rides from January 1st thru May 8th, 2018. The average fare seen was $24.53, with each city averaging 36 drivers per urban city**

NOTE: More data is needed to evaluate that while there are 36 drivers per urban city, it is unknown if the drivers’ availability is meeting all of the driver requests. This dataset does not cover the volume of unfilled ride requests that may occur during peak rush hour periods, holiday weekends, or late night peak ride times.

* **2 AM to 3AM is the time frame that sees the most rides across January 1st thru May 8th, 2018. This 2AM to 3AM timeframe sees 5% of all the rides.**

NOTE: This dataset is limited to only what rides went filled. More data is needed to determine if driver availability covers all the requests during time frames during higher peak hours such as 2AM to 3AM in these cities.

* **The average rider volume per day from January 1st thru May 8th was 19. Presidents Day Weekend, in particular showed an above average ride volume over each of the 3-Day weekend days, including Friday:**

**Ride Volumes**

* + **Friday: 21**
  + **Saturday: 22**
  + **Sunday: 29**
  + **Monday: 29**

NOTE: While more data is needed, it would be interesting to see if there is typically driver coverage on Holidays to initiate marketing campaigns that communications that Pyber can meet your driver needs during the Holidays

Source: pyber.ibpy, Dee Ann Belsky