Data Trends

1. There is a higher demand for drivers in urban areas (68.4% of total rides) than suburban and/or rural areas. This leads to most of the drives working in urban areas (80.9%).
2. Rural areas are more spread out which leads to less drivers working in the area (2.6%) and higher average fare per trip which is shown in the bubble chart. You can conclude that more congestion equals less average fair per trip
3. The best place to work is in suburban areas. While it only makes up 26.3% of total rides, the area accounts for 30.5% of all fares and only 16.5% of all drivers. Also while the average fare is lower than rural areas, a driver will be able to complete more trips than rural areas and have a higher average fare per ride than urban areas. There is too much competition from other drivers in urban areas and not enough riders in rural areas.