Trends:

1. Over 80% of the drivers come from urban areas suggesting a correlation between the higher number of people living in urban areas, as well as the market demand for drivers needed in urban areas.
2. Fares were generally higher in suburban and rural areas as compared to urban suggesting longer ride durations outside of urban areas.
3. We have limited data on the duration and distance of each ride, thus we are unable to further conclude the most frequented rides (such as perhaps rides originating in rural areas and ending in urban areas). If we has such data, we might find the optimal start/end points that the drivers should try to get in order to maximize profits.