Three observable trends based on the data we have on our charts is that the average fare for drivers in rural areas tends to be higher, I would assume this is because they have longer distances to go based on them living in rural areas.

Another is that Urban areas or more populated areas especially in a per capita basis has significantly more drivers due to the dense population.

And Urban areas have the larger majority of overall fares, overall rides and overall drivers. So if you were wanting to be an uber or a taxi driver you would make your best living working in an urban area.