**Pyber Observations**

[A close up of a device

Description automatically generated](https://github.com/ro-esq7/Pyber_RE.git)

1. Rural areas have the lowest total rides and driver count while Urban areas have the highest.
2. Because Rural areas have a low driver count and demand for rides, customers are charged at a higher rate. Therefore, Rural areas have the highest average fare.
3. Suburban areas remain in the middle with average fare, total rides, and driver count.