1. Urban cities attract the most rides and drivers by holding 68.4% and 80.9% of the marketplace, respectively.
2. Although urban cities contain the most amount of rides made, rural rides cost more on average.
3. Rural drivers hold 2.6% of the total amount of drivers while taking 6.8% of the fare amount. This is in contrast to urban cities holding 80.9% of total drivers and 62.7% of fare. Therefore, the drivers in rural areas make more on average ride.