Three observable trends based on the data.

There really wasn’t much of a surprise in what the data revealed.

As expected, the urban city areas consistently had a greater percentage of rides, fares and drivers. This could be reasonably anticipated due to the larger population and demands.

In our first chart, the Bubble Plot titled, Drivers in Urban, Suburban and Rural Areas the data reflects a higher concentration of number of drivers per fares in the cities that have been designated as rural. This could translate to more opportunities for drivers in urban and suburban cities.

In the second chart, titled Percent of Fares by City Types, the urban cities represent nearly 63% of the market share. The rural market is a small market that only represents a little less than the 7%.

The third chart, Percent of Rides by City Type, we see the consistent trend of the urban population representing the highest percentage of rides.

And the final chart, the Percent of Drivers by City Type shows a heavy concentration of drivers in the urban markets.

It is difficult to determine whether or not the urban market is over saturated with drivers or not because enough data is not available. There very well could be some opportunities in these markets, but additional data would be necessary to evaluate further.