**Pyber Ride Sharing Data, 2016  
In the sample of ride data analyzed for the sample market area:**

1) Urban city submarket dominates the revenue metric, contributing 62% of market revenue through dominance in trips (68% of total) and drivers (81% of total).

2) Revenue per trip, however, indicates top-line revenue growth potential in the suburban and rural submarkets:

* Rides in the urban submarket underperform the market-wide average for revenue per trip ($27) by -$2.20.
* Rides in the suburban submarket overperform the market-wide average revenue per trip by +$4.22
* Rides in the rural submarket overperform the market-wide average revenue per trip by +$7.86.

On a trip-by-trip basis, suburban and rural based trips generate an average of over $6.00 more per ride. Limitations in the data sample do not allow for a cost side analysis to uncover the effect of this revenue difference. However, given a fixed cost per mile/time function, increased profit can be assumed with increased revenue.

3) With the notion that "trips = revenue" and the rural/suburban submarkets yield higher revenue with fewer trips, measures should be explored to increase concentrations in our bubble-scatter up the y-axis, while freezing the x-axis through increased rural/suburban rides.