Module 5: Deliverable 3

**PyBer\_Analysis**

1. Overview of the analysis: *The objective of the Pyber Analysis was to create a summary of the ride-sharing data by city type i.e., Rural, Urban and Suburban. The data was summarized by total weekly fares for each city type for making the process of decision-making easy for PyBer’s management.*
2. Results: *The result of the analysis show that the revenue generated per week in the urban cities is the highest followed by the suburban cities and lowest revenue per week is generated in the rural cities. The revenue was calculated via a sum of the fares per week in each city. A sample of the weekly data is showed below in the months of January to April.*

Table, Excel

Description automatically generated with medium confidence

1. Summary: *The results mentioned above are evidence of the fact that the urban cities are generating more revenue. This is because the population in the urban cities is higher and more accessible to reach one destination to other as compared to suburban and rural cities. The data stating weekly fare per week has been summarized in the below graph which shows that the fluctuation in every week’s fare is mirrored in all city types.*

Chart, line chart

Description automatically generated

*Following are three business recommendations for addressing any disparities among the city types are stated below:*

* *PyBer can provide rewards points or incentives to encourage the people in rural areas to use PyBer’s services. This will bring down the disparities between the city types.*
* *PyBer can improve its network in the suburban by recruiting more drives in the suburban areas for them to facilitate rides between the rural and urban areas.*
* *PyBer can provide incentives for the customers in the rural areas who take a ride from a train station or a bus terminal which can encourage people to share a ride to a destination for PyBer to incur less cost and earn more fare in the rural areas.*