* When analyzing the Average Fare vs the Number of rides per city scatterplot it is easily to come to the logical conclusion that urban cities have more riders and typically pay between $20-$30 for fares.
* The above data point is further confirmed by Fares by City pie chart that shows Urban cities accounting for nearly 63% of the total fare share.
* As the demand is greatest for rides in urban cities, the competition for these rides is also high with 81% of drivers concentrated in the urban market.

