Driver & City Analysis

With the growing popularity of ride share programs, it becomes more important to study the ride sharing dynamic. In this assignment, we have two CVS files that will be merged together – ride data and driver data. After merging the two data sets, we will analyze the ride sharing dynamics in urban cities, the suburbs and in rural areas. We will create a bubble chart which shows how many drivers there are in the three different settings.

In the bubble plot, the size correlates to the number of drivers in a city. So the more drivers in the city or setting, the more drivers there are. When comparing the bubble’s size associated with the city to the bubble’s size in suburban areas to the bubble size in rural areas, the cities in general tend to have the most drivers. As the bubbles associated with cities are larger than those associated with suburban or rural areas. The bubbles associated with suburban areas generally have medium sized bubbles compared to the cities and rural areas. Finally, rural areas have the least number of drivers.

For comparing the percentage of drivers in cities to the percentage of drivers in the suburbs to the percentage of drivers in rural areas, we create a pie chart. The pie chart shows that the percentage of drivers in cities make up the most drivers with 80.9%. The percentage of drivers serving suburban areas is at 16.5% and the percentage of drivers serving rural areas is the lowest at 2.6%.

Now when looking at the percent of fares, the city has the highest percentage with 62.7% of fares followed by the suburban areas with 30.5% followed by the rural areas with 6.8%.

For the percentage of rides by city type, the city has the highest 6.8%, the suburban areas are next with 26.3% and the rural areas are at 5.3%.

When looking at the pie charts of “Percentage of Rides by City Type” and “Percentage of Fares by City Type” the percentage of fares (for city, suburban and rural) are very close to the percentage of rides (for city, suburban and rural). So the percentage of rides for each city type is very close to the percentage of fares for each city type. Also the percentage of drivers in each city type is very close to the percentage of fares and the percentage of rides. But the city has the highest percentage of drivers, fares and rides, with suburban areas in second and rural areas coming in last. So further from a major city, the lesser drivers, fares and rides will be available.

This may be attributed to a couple of factors. One, cities are more populated than suburban areas or rural areas and drivers will go where they make the biggest profits or revenues. Also people living in cities may be less likely to own their own car and may be more dependent of taxis and ride sharing programs.