PyBer Written Analysis

The written analysis has the following:

Overview of the analysis: First we combine the data into a single data set and create a data table to preview. We wanted to know what the total rides were for each city as well as the total drivers in each city. Then we were looking at the various fares for each ride by city.

Looking at the average fares was also interesting as we wanted to know which types of cities including Rural, Suburban and Urban would produce the highest rates.

Table

Description automatically generated

In the sample above, you can see that the Rural area had the least number of total rides, total drivers, and total fares. However, their average fare per ride was more expensive most likely because there are less drivers making less rides.

Chart, line chart

Description automatically generated

The summary of the analysis was to analyze which types of areas produced the highest rates, the most drivers, and highest average fares per ride. We also have a good understanding of which areas produce the highest fares based on time and location. This information can be used in several different ways and can help produce recommendations for the business collecting these fares.

Recommendations:

1. Make changes to price based on number of riders
2. Increase price for urban areas or have it based on time as opposed to distance
3. Add a few more drivers in rural areas for around 11 am when fares are the highest