Pyber – Observable Trends

* The first observable trend from the Pyber data example is very expected. There are considerably more rides taken in urban areas as compared to rural and suburban. Not only do these types of cities have more people, but it is likely that they have a daily commute, do not work from home and are potentially using Pyber due to some sort of incentive. Perhaps their work rewards sustainable transportation and ride share is included as it keeps vehicles off the road.
* The second observable trend is that the average far is higher in rural areas. This is also expected and easily to explain. Rural areas are defined as countryside, in contrast to city living. While there are less rides taken, the fare will be higher because destinations are more spread apart.
* The last observable trend is the number of drivers. The majority of the rides to be taken are in urban areas, so of course that is where drivers will go. With that being said, there are of course a select few that are still in rural areas.

If we were to continue analysis of this data, I would be interested to see which type of driver makes the most money. Would the urban driver who takes shorter but frequent trips, with more driver competition going to make the most money? It would be interesting to compare that to the drivers that perhaps stay in the rural areas to collect money on longer trips and avoid the competition of urban and suburban areas.