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Pyber Assignment

After analyzing the ride-sharing data, few trends were observed:

1. As it was expected, there is a greater number of rides and drivers in urban areas than in rural areas. Which makes sense given the lifestyle conditions in each city type. Rural areas are much smaller both size wise and population wise, therefore, the demand is expected to be less compared to urban or suburban areas.
2. Interestingly, the average fare shows to be higher in rural areas compared to urban or suburban areas. One of the reasons this could be is because of the low supply levels in rural areas. Out of the 2000+ drivers from the data collected, only 2.6% (61 drivers approximately) of them are in rural areas, which may explain the high fare rates.
3. As anticipated, suburban areas lie in between rural and urban areas in terms of fares, rides, and number of drivers. Nonetheless, when it comes to drivers, suburban areas lean closer to the percent of total drivers in rural areas compared to urban areas with a 13.9% and 64.4% difference respectively. However, in terms of number of rides and number of fares, suburban areas seem to lie in the middle ground with a 23.7% and 32.2% difference respectively in terms of total fares and 21% and 42.1% respectively in terms of total rides.