

Driver archetypes
($|A| = 28$ clusters)



- Regular Driver: 28.1%
- Night-Owl Driver: 23.9%
- Long-Distance Driver: 15.3%
- Selective Driver: 8.9%
- High-Cancel Driver: 5.4%
- Other (23 clusters): 18.4%

Passenger archetypes
($|A| = 49$ clusters)



- Night Rider: 26.4%
- Regular Passenger: 21.4%
- Hesitant Passenger: 14.8%
- Reliable Passenger: 13.6%
- High-Value Passenger: 11.7%
- Other (44 clusters): 12.1%