

Segment	Intercept	Price	Size	Motion	Style
Male	36.57	16.86	3.85	-0.76	-1.89
Female	40.87	13.51	7.75	2.91	3.73

## ● Boy's Preference

- Like low price
- Size of 26 inches
- Favor bouncing motion
- Racing style

## ● Girl's Preference

- Like low price
- Size of 26 inches
- Rocking motion
- Glamour style