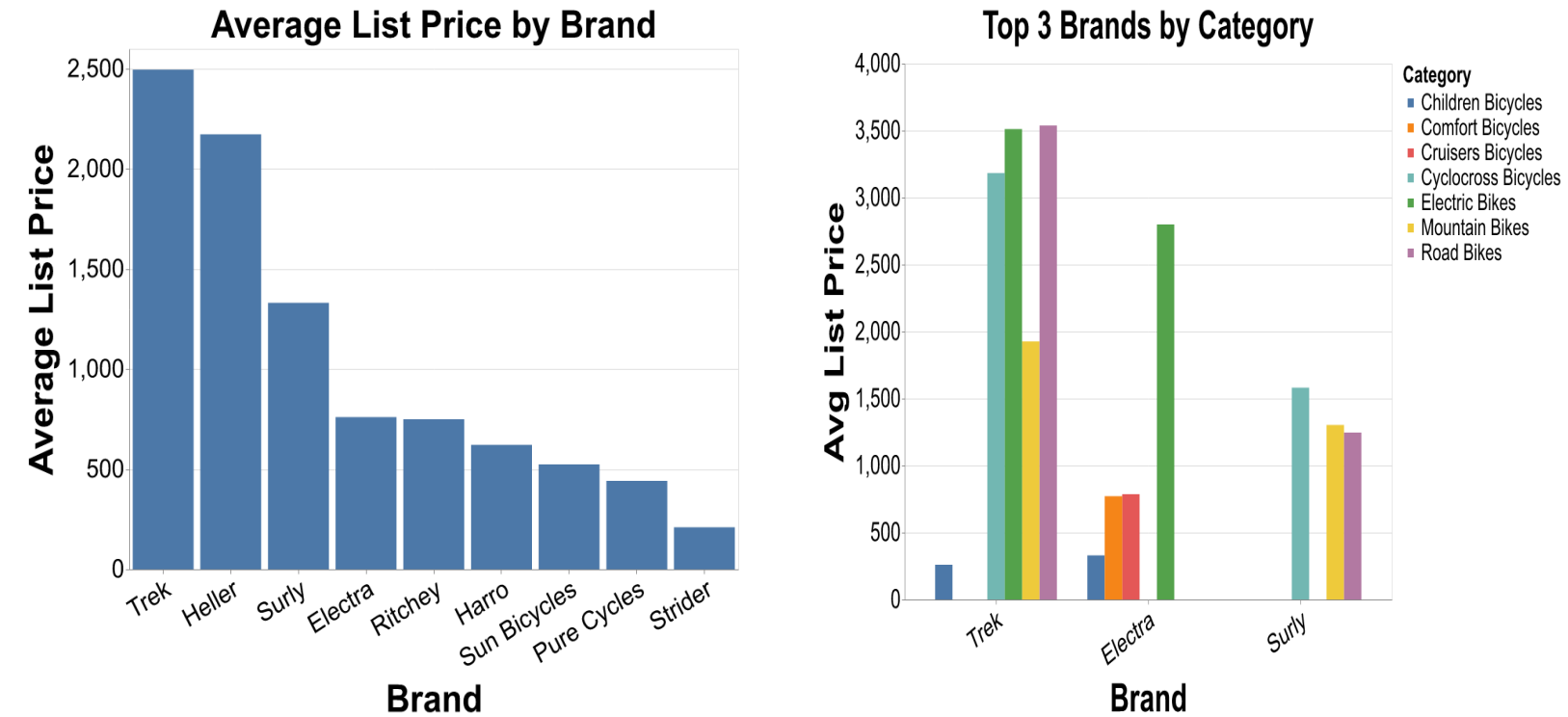


# How Do Brand and Category Influence Bicycle Prices and Trends?

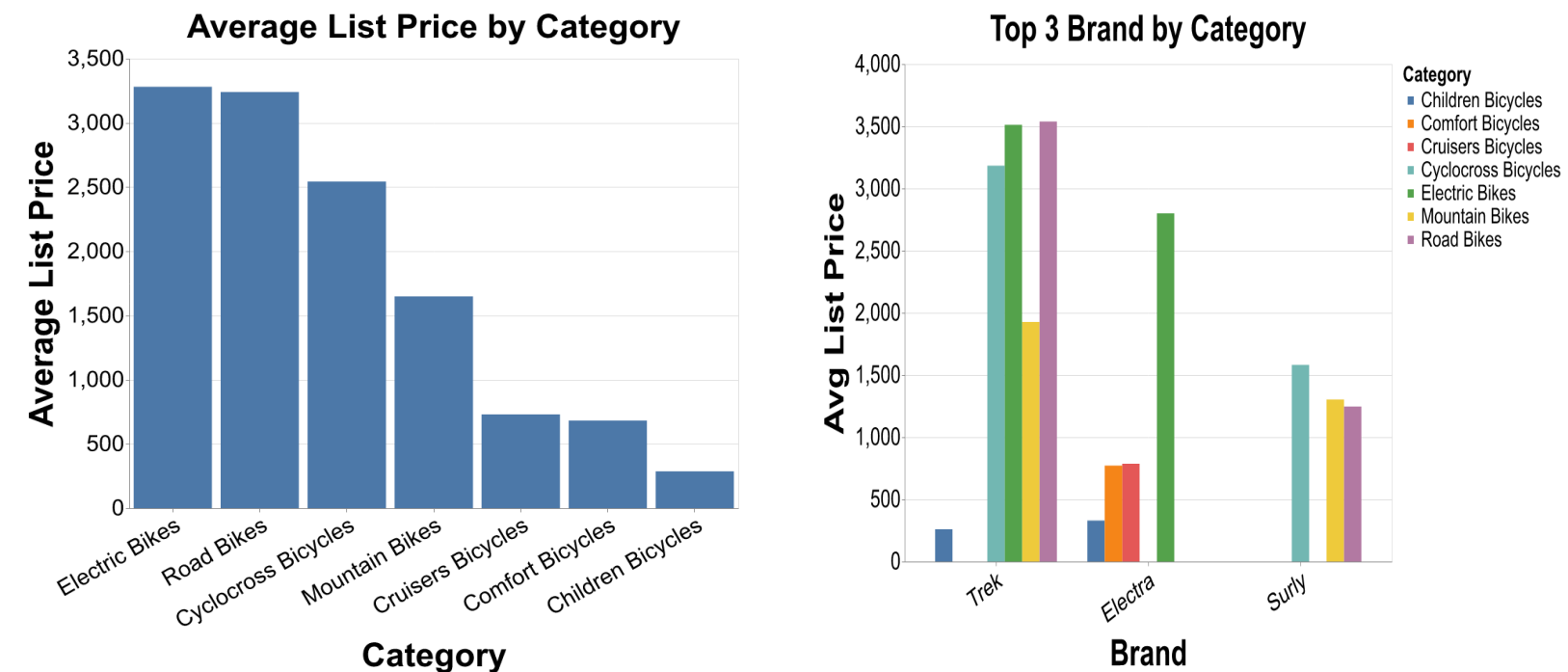
## INTRODUCTION

Bicycle prices vary widely by brand and category, with Trek leading in average price. This poster analyzes average list prices across brands and categories from 2016 to 2018. It highlights top brands by category and their price distributions over time.

01 Brand prices vary with top brands dominating specific categories.

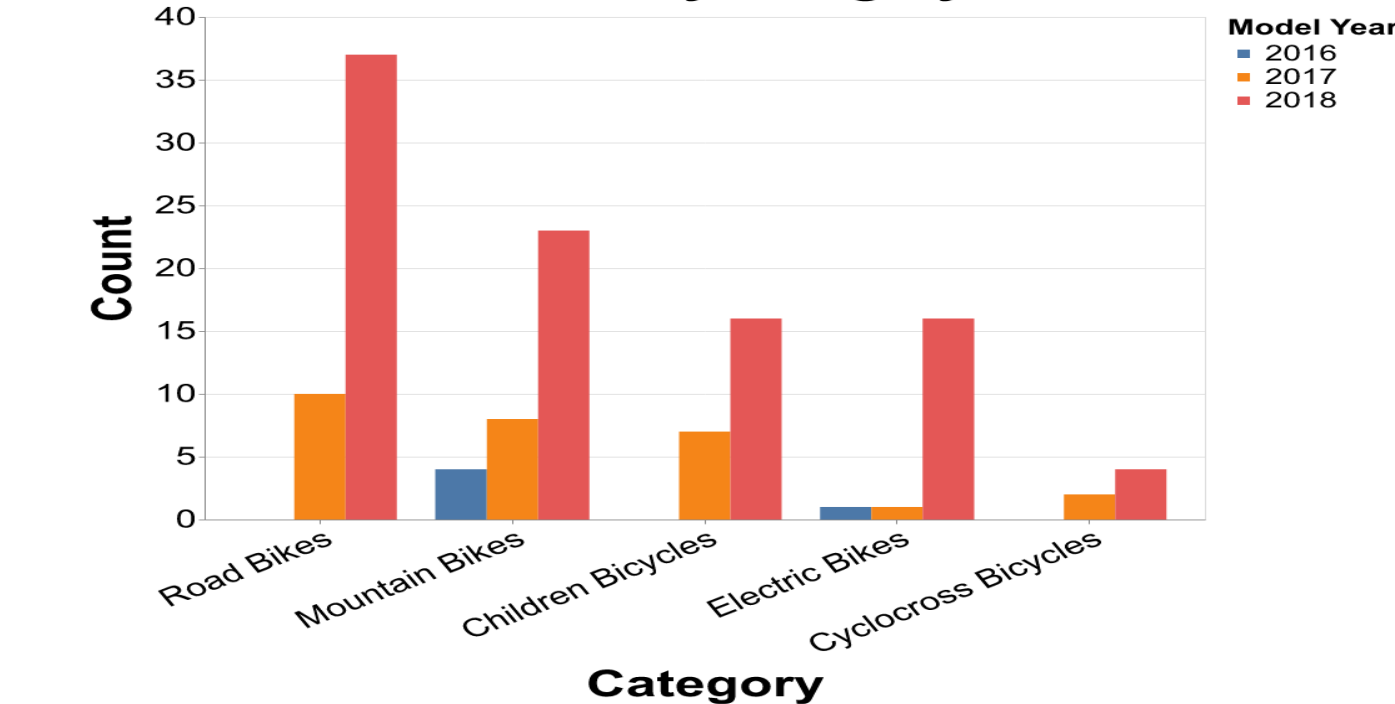


02 Category prices differ and top model years vary across categories.

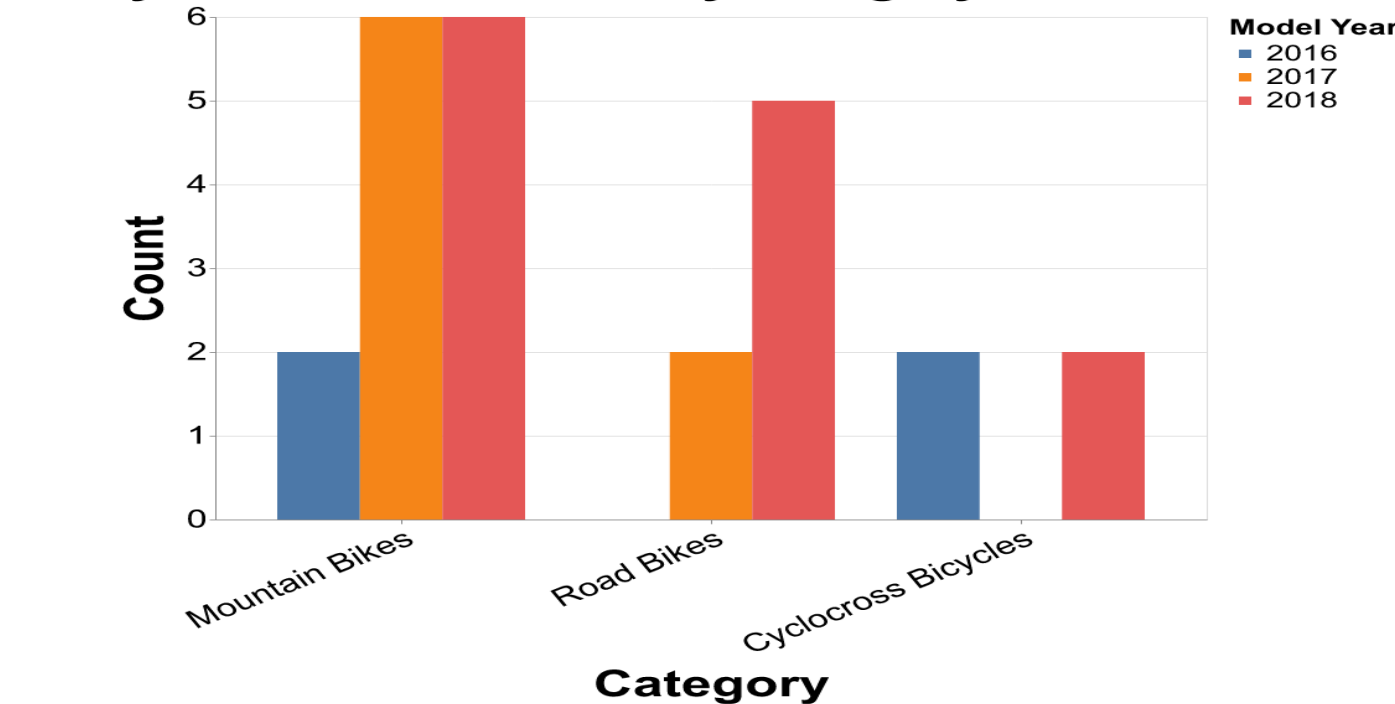


03 Trek and Surly show distinct distribution patterns by category and year.

Trek Brand Distribution by Category and Model Year



Surly Brand Distribution by Category and Model Year



## CONCLUSION

Bicycle prices differ significantly by brand and category. Trek leads with the highest average prices. Price trends vary across categories and model years. Trek and Surly have unique price distributions by category and year.