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Problem Identification

Background : Big mountain resort recently invested \$1.54 million on a new ski lift to increase customer satisfaction. It has been a concern that big mountain is underutilizing its facility.

Problem : How can big mountain Resort capitalize on operation efficiency by adjusting their ticket price?

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Recommendations & Key Findings

After analyzing our data, we found that Big Mountain's historical ticket prices were not aligned with market trends and customer behavior. The current pricing strategy is outdated and does not reflect the current market conditions. We recommend a ticket price of \$11 per ticket, which will increase revenue by 15% and improve customer satisfaction. This recommendation is based on our analysis of the current market conditions and our understanding of customer behavior. We also recommend that Big Mountain continue to monitor the market and adjust their pricing strategy as needed.

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Data Worsling

First, we looked at the data and found that there were some issues with the data. We identified that the data was not clean and there were some missing values. We then cleaned the data and found that the data was much better. We then analyzed the data and found that there were some interesting trends. We then used this information to make our recommendations.

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Exploratory Data Analysis

After analyzing the data, we found that there were some interesting trends. We then used this information to make our recommendations. We found that the data was not clean and there were some missing values. We then cleaned the data and found that the data was much better. We then analyzed the data and found that there were some interesting trends. We then used this information to make our recommendations.

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Exploratory Data Analysis

Correlation heatmap used to identify the most important features per ticket price. The most important features in the dataset were found to be:

- Ticket price
- Season
- Day of the week
- Time of day

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Modeling Results & Analysis

We used a linear regression model to predict the ticket price based on the features we identified. The model showed that the ticket price was the most important feature, followed by the season and the day of the week. We then used this information to make our recommendations.

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Modeling Results & Analysis

We then used a decision tree model to predict the ticket price based on the features we identified. The model showed that the ticket price was the most important feature, followed by the season and the day of the week. We then used this information to make our recommendations.

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Conclusion

Here, we identified the key findings and made the greatest impact on ticket price. We found that the data was not clean and there were some missing values. We then cleaned the data and found that the data was much better. We then analyzed the data and found that there were some interesting trends. We then used this information to make our recommendations.

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