



Big Mountain Ticket Pricing

Angad Pfuetzner



Problem

- Determine the optimal ticket price for Big Mountain Resort
- Determine the most important features and which features can be eliminated without decreasing ticket value
- Increase yearly revenue by at least \$2M this year



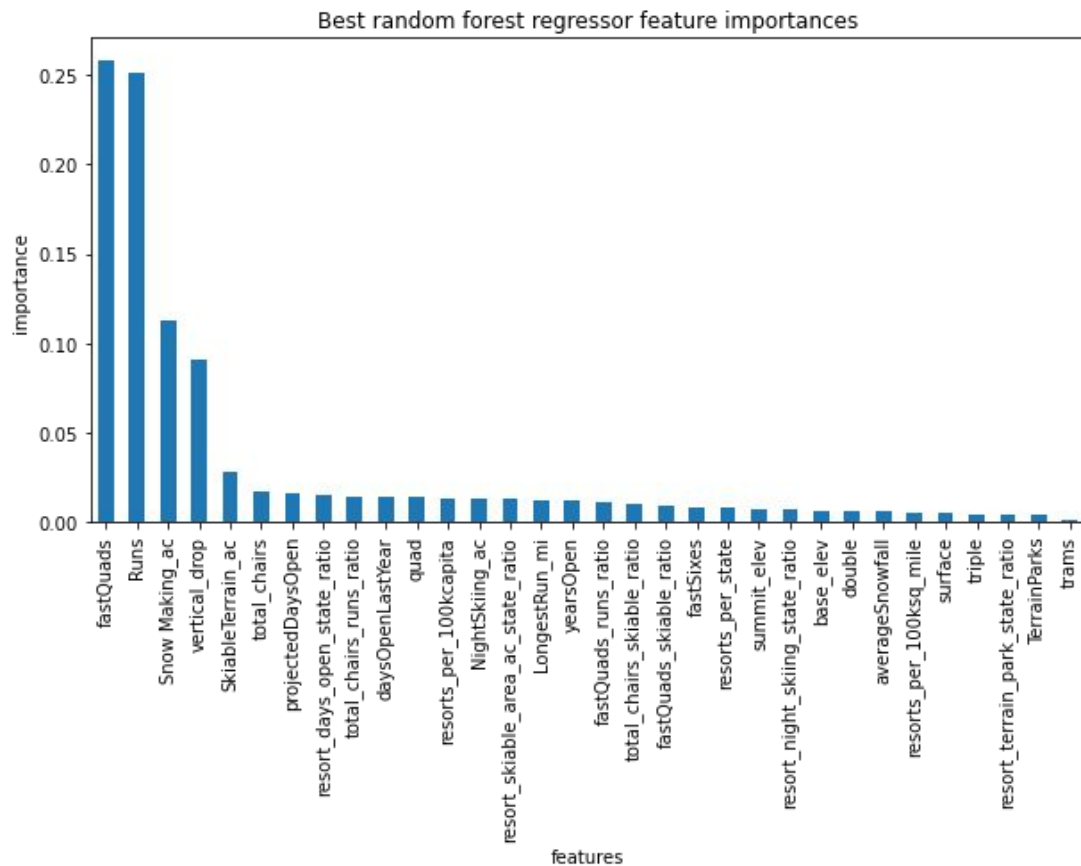
Recommendation and Key Findings

- Most important features: Fast quads, Runs, Snow Making Coverage, Vertical Drop
- Recommendation: Increase ticket price to \$85.00

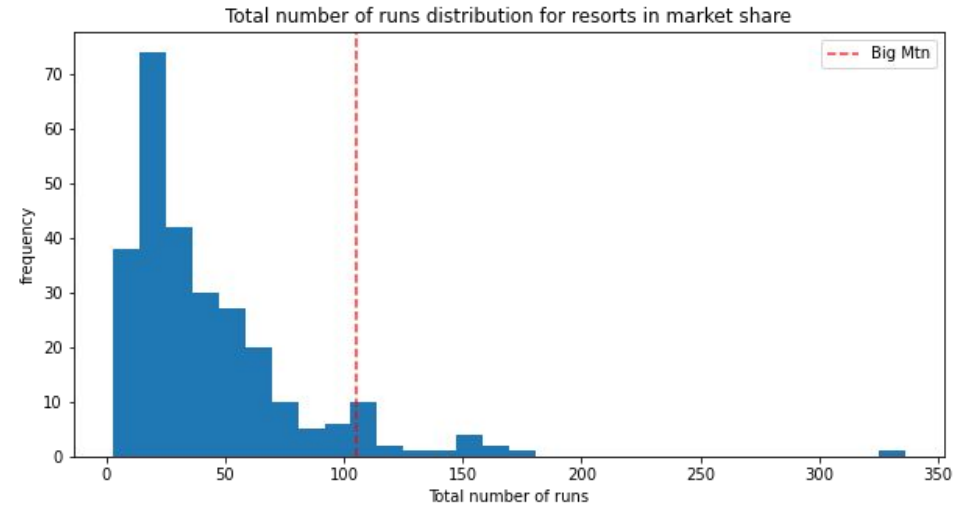
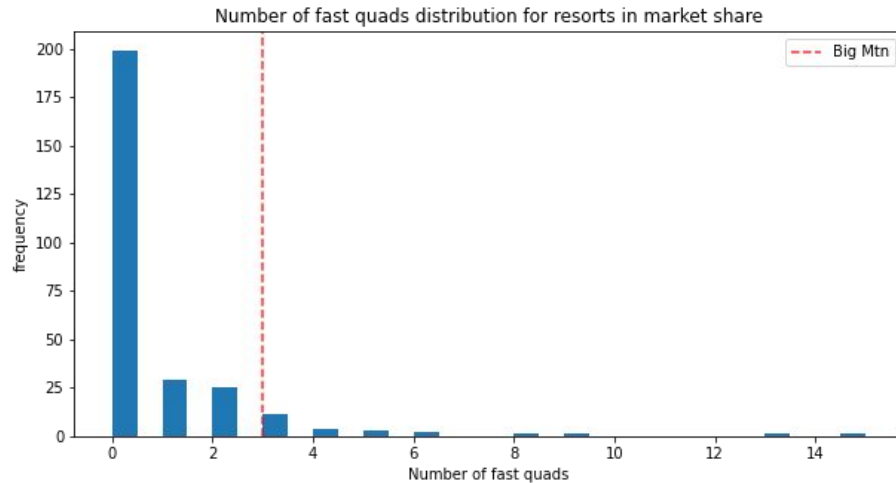
Most Important Features

A random forest regressor model was used after proving to be more accurate than a linear regression.

The features in order of importance can be seen here.



Big Mountain in the Market





Model Results

- Current ticket price: \$81.00
 - Modelled ticket price: \$95.87
 - Mean absolute error: \$10.39
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- Increase ticket price to \$85.00 to increase annual revenue by \$7M and stay outside of the error range

\$85.00

New ticket price to increase revenue and minimize customer loss based on Big Mountain Resort's features.

Conclusion

Increase Adult Ticket Price to \$85, which is more than justified based on Big Mountain's excellent features!

