Big Mountain Resort Statement[Anshul Dang]

Big Mountain Resort needs to optimize its ticket pricing by moving beyond market averages and using facility-level data to set a more accurate, justifiable price — with the goal of improving revenue, justifying a recent $1.54M investment, and identifying the most valuable resort features.

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1 Context

Big Mountain Resort currently sets its ticket price using a simple market average of peer resorts. With over 350,000 annual visitors and a recent $1.54M investment in a new chair lift, leadership suspects the current pricing strategy may undervalue its extensive facilities. They want a more data-driven approach to set optimal pricing and guide future investment decisions.

2 Criteria for success

- Predict ticket prices within **15% mean absolute error**
- Identify which features (e.g., lifts, snowmaking) drive price most
- Recommend whether Big Mountain's current price is justified

3 Scope of solution space

- Focus on **facility-based features** (not brand, location perception, etc.)
- Predict **average adult ticket price**

4 Constraints within solution space

- **Operational data only (no customer sentiment or marketing data)**
- **Price may not fully reflect actual demand (brand/experience effects)**

5 Stakeholders to provide key insight

- Resort Operations and Pricing Teams
- Executive Leadership at Big Mountain
- Data Science Team and Analysts

6 Key data sources

- Springboard-provided ski resort dataset
- Big Mountain's internal facility data

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