

Guided Capstone Project Report

Big Mountain Resort: Pioneering Excellence in Alpine Hospitality

In the grand theatre of the ski resort industry, Big Mountain Resort takes center stage, ready to unveil a transformative strategy reminiscent of the anticipation surrounding the release of a groundbreaking cinematic masterpiece. Let's delve into the current state of affairs and the narrative that the data tells us.

Current Position: Much like a well-scripted protagonist, Big Mountain Resort has established itself but is currently charging below its potential. At present, the resort's ticket prices are like a movie ticket from a bygone era—modest and perhaps a tad undervalued.

Modeling Insights: Our data-driven model, let's say is our seasoned film director, suggests a ticket price that truly reflects the value Big Mountain brings to its patrons. This carefully crafted narrative unveils a potential ticket price increase that could resonate in the marketplace, aligning with the grandeur and offerings of our resort. The model recommends a strategic adjustment that not only enhances the visitor experience but also propels Big Mountain into the upper echelons of ski resort excellence.

New Chair Lift Operating Cost: Just as a film production incurs costs for cutting-edge special effects, the addition of a new chair lift contributes to the operational expenses. However, when viewed in the context of each visitor purchasing an average of five-day tickets, the impact is manageable. It's the cost of delivering an exceptional performance—a cinematic experience on the slopes.

Future Scenarios: As we look to the sequels of our resort strategy, the modeled scenarios offer intriguing plotlines for consideration. Each scenario represents a potential avenue for growth, much like different story arcs in a film series. For instance, the scenario involving the addition of a chair lift plays out as a blockbuster, promising increased revenue and heightened visitor satisfaction.

Data Limitations: Just as a film might face constraints in the script, our data had its limitations. The absence of detailed cost information and a broader range of price data for comparable resorts created some blind spots. These gaps, just like scenes left on the cutting room floor, warrant further exploration.

Business Strategy: Much like a successful film franchise, the utilization of this model isn't a one-time blockbuster event. Instead, it's an ongoing series, empowering business analysts to explore various plot twists and turns independently. The model serves as a versatile script, providing valuable insights into the impact of different scenarios on ticket pricing and overall revenue.

In conclusion, Big Mountain Resort stands at the dawn of a new cinematic era in alpine hospitality. The script has been written, the scenes are set, and the audience eagerly awaits the unveiling of a new and improved Big Mountain experience—a blockbuster on the snowy slopes.