Guided Capstone Slidedeck

Big Mountain Resort Ticket Pricing Inquiry

Problem Identification – Big Mountain Resort

- Big Mountain Resort would like to see if they should raise or lower their current ticket price to maximize profits based on the nationwide competition of Ski Resorts

- Additionally Big Mountain Resort would like to see if there are features they should add or remove to support either a higher or lower ticket price

Recommendation and Key Findings

- Found that the state has little effect on ticket price
- Features that most affect ticket price are vertical drop, runs, fast quads, and total lifts
- Our final recommendation was to raise ticket price from $81 to up to $95.87
- Additionally to support a higher ticket price by $1.99 we recommend that they add a run, increase vertical drop by 150, and install a new chair lift.
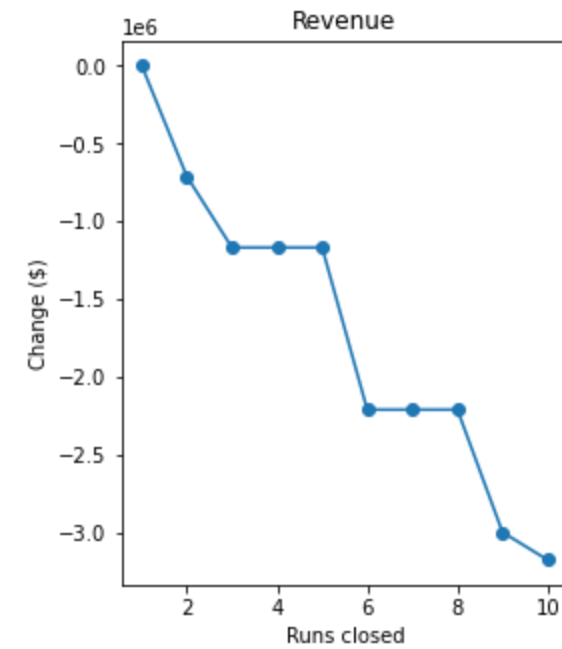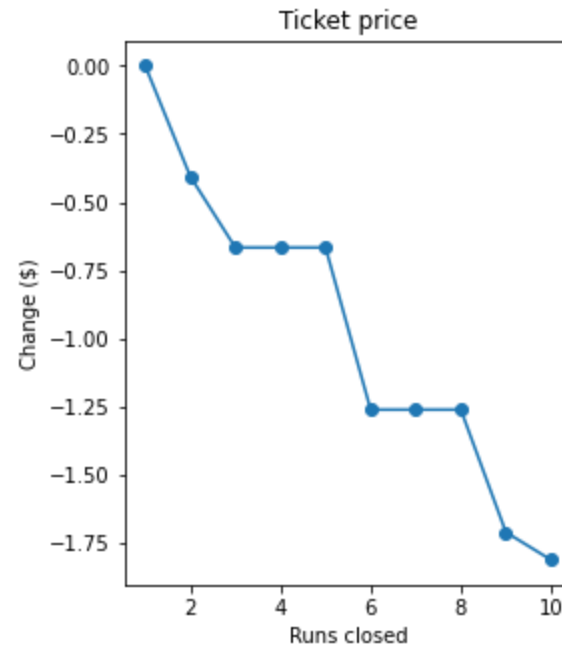
Ticket Price Vs Top Features

Random Forest Regressor Feature Importance
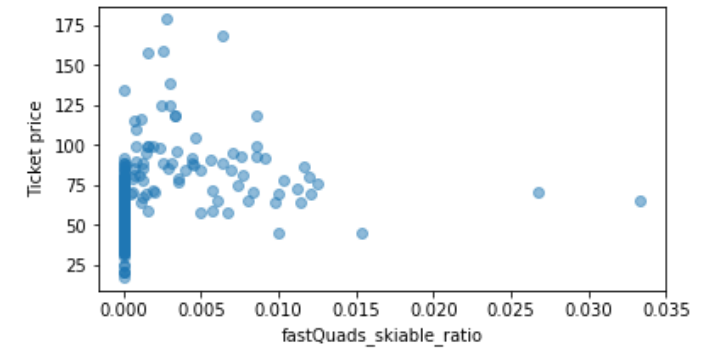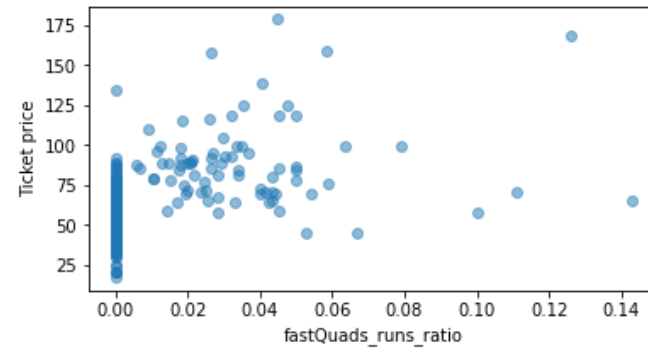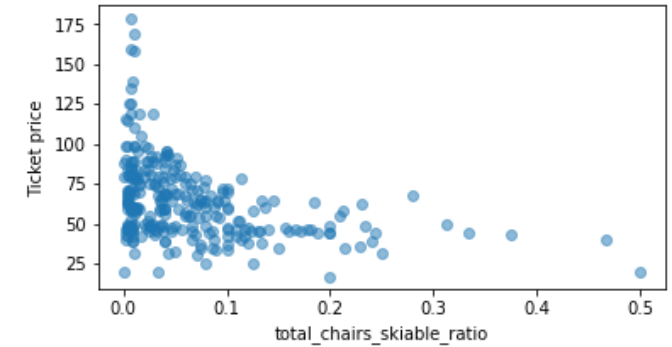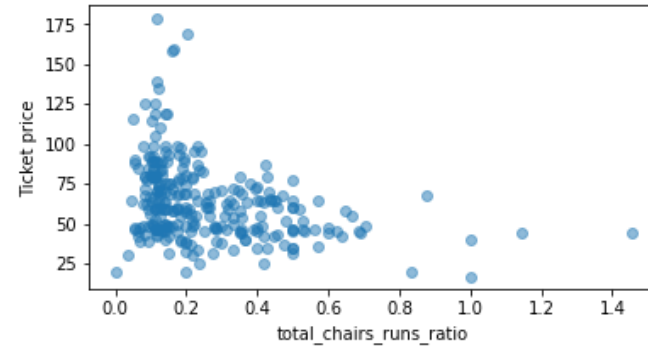
Best random forest regressor feature importances
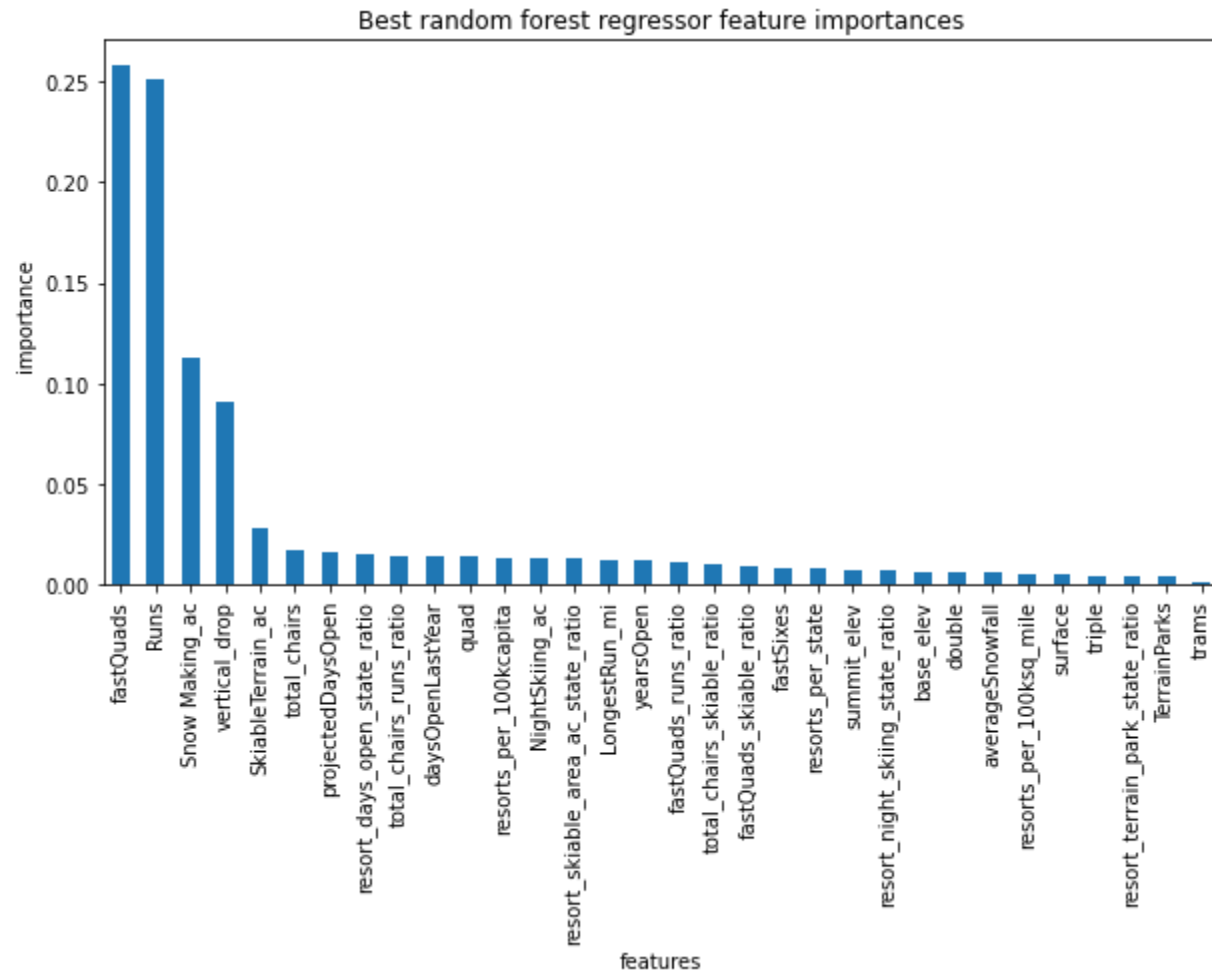
Runs Closed vs. Ticket Price

Conclusion

- We recommend that rather than close runs to save costs, instead we raise ticket price and increase average ticket price by $14.

- While we didn't have information as to how much it would cost, if we increased vertical drop, opened a new lift and made a new run we could raise ticket prices by an additional $2 creating $3.4 million in additional revenue.