REPORT OVERVIEW

MAIN DISCUSSION POINTS

- What are we trying to solve
- Data Exporation - Key Findings
- Modeling Results
- Analysis
- Conclusion

WHAT PRICING STRATEGY IS BEST?

OUR MAIN FOCUS

What pricing strategy should Big Mountain resort consider to offset the $1,540,000 Annual operating expenses?
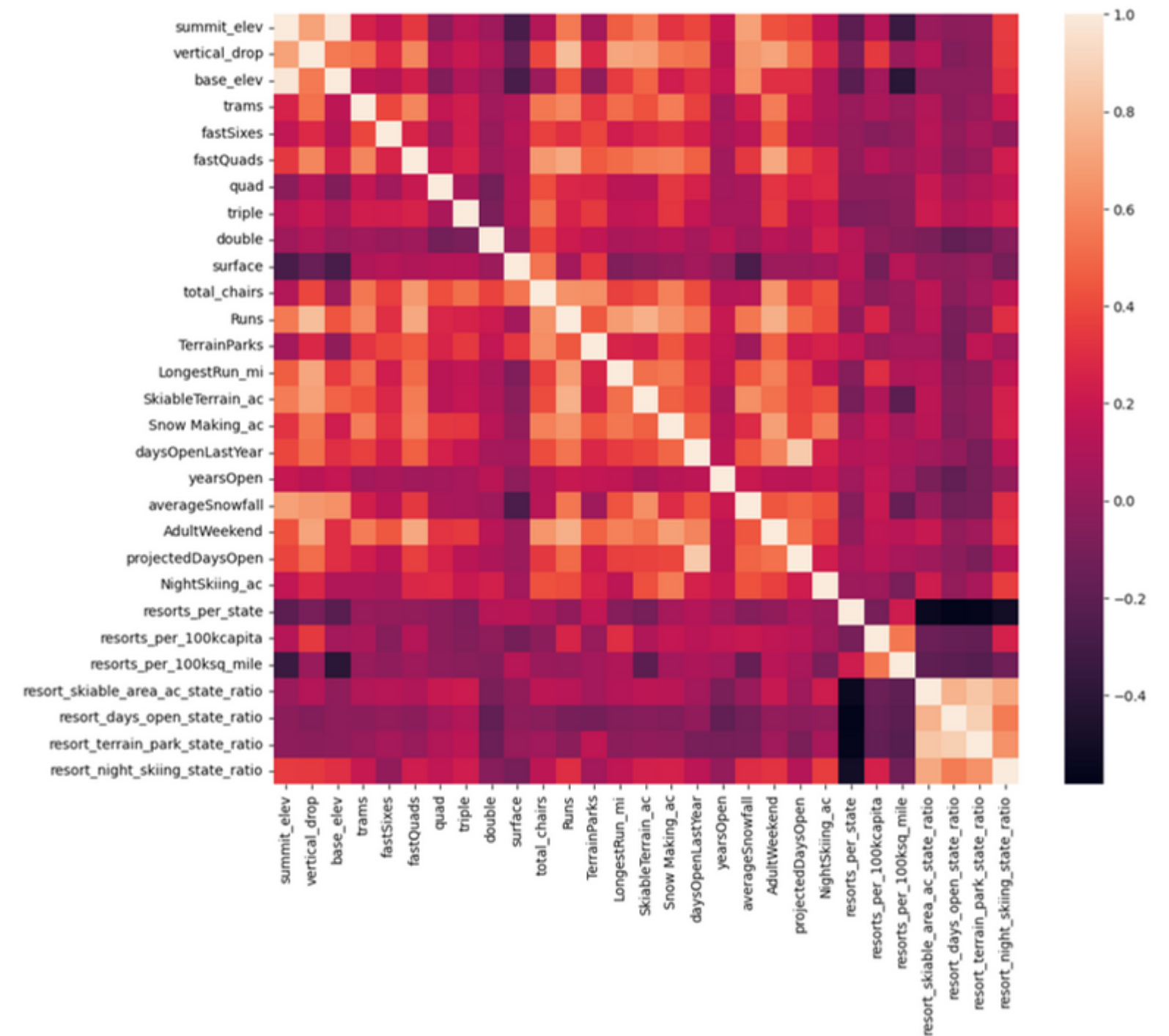
SECONDARY FOCUS

Is Big Mountain capitalizing on it's facilities as much as it could?

DATA EXPLORATION

TOP FEATURES FOR MODELING

Visitors value guaranteed snow cover rather than variable terrain area

MODELING RESULTS

CURRENT	MODELLED PRICE
$81.00	**$95.87** /w $10.39 mae

***RANDOM FOREST REGRESSOR MODEL**

How we compare

VERTICAL DROP

Doing well compared to majority of the market

TRAMS

The vast majority of resorts have 0 Trams, similar to Big Mountain

SNOW MAKING AREA

Very high up in the league when it comes to snow making area

SKIABLE TERRAIN AREA

Big Mountain is amongst the resort with the largest amount of skiable terrain

How we compare Continued...

TOTAL NUMBER OF CHAIRS

Amongst the highest number of total chairs

FAST QUADS

Most resorts have 0 fast quads, Big Mountain has 3

RUNS

Compare well with over 100 runs while majorty are less

LONGEST RUN

Big Mountain Has one of the longest runs in the market

ADDITIONAL MODELING RESULTS

TESTED VARIOUS SCENARIOS AND ANALYZED THE CHANGE IN REVENUE

1 Closing between 1 - 10 runs

2 BEST Add run, increase vertical drop 150 ft, install additional chairlift.

3 Add run, increase vertical drop 150 ft, install additional chairlift. Adding 2 acres of snow making

WHAT WE EXPECT NEXT

ANALYZE HISTORICAL REVENUE DATA

Analyze changes in facilities along with operating costs

WEBAPP TOOL

Deploy web app on Intranet for Big Mountain Business Analyst team

STAKEHOLDER INTERVIEW

Schedule a one on one interview to further discuss historical financial data and market pressures

THANK YOU FOR YOUR TIME

ANY QUESTIONS?

DARDEEP SOMEL