# Big Mountain Pricing Analysis

**Problem Scenario:** New Chair Lift increases the Revenue cost by $1.5 Million. How to increase Revenue and reduce Operation cost at the same time to stay relevant without causing any degradation in its features.

**Findings:** After Going through the Available Data and running Models on this, we conclude that Big Mountain can increase its Ticket Price from its current Price at $81 to at least $89.36.

There are 4 Features that have a strong correlation with Ticket Pricing as below:-

1. fastQuads
2. SnowMaking\_ac
3. Runs
4. Night skiing ratio

The Random Forest Model Price is $89.36 and it has enough features to justify this cost.

**Model & Analysis:-**

1. The Resort can close up to 6 Runs per day without hitting their Revenue
2. The Resort ranks in Top Quartile in seven of the 8 most important qualities namely. Total Area of snow makers, Vertical Drop, Total chairs, Total Number of Runs, fastQuads, Longest Run and Skiable Terrain Area.
3. The model predicts that by lowering a run by 150 ft, installing an additional chair lift, adding one run and increase of snow area by 2 will justify a $3.39 increase in Ticket Price which would result in an revenue increase by $5,930,556
4. The Resort has enough features to justify the price increases without causing any change in its position against its competitors.