Big Mountain Resort Business Strategy Development

Guided Capstone Project

Background – Big Mountain Resort

- Location: Flathead National Forest, Montana

- No. of Trails: 105

- No. of Lifts: 11

- Skiable Terrain: 3000 acres

- No. of Visitors: 350,000

- Adult Weekend Ticket price: $81

- Adding a new chair lift: $1.54M increase in operating cost

Problem Statement – Stay Profitable

Implementation of a Data-Driven Approach:

- Revise resort ticket price

- Revise existing business strategies on facilities maintenance and addition
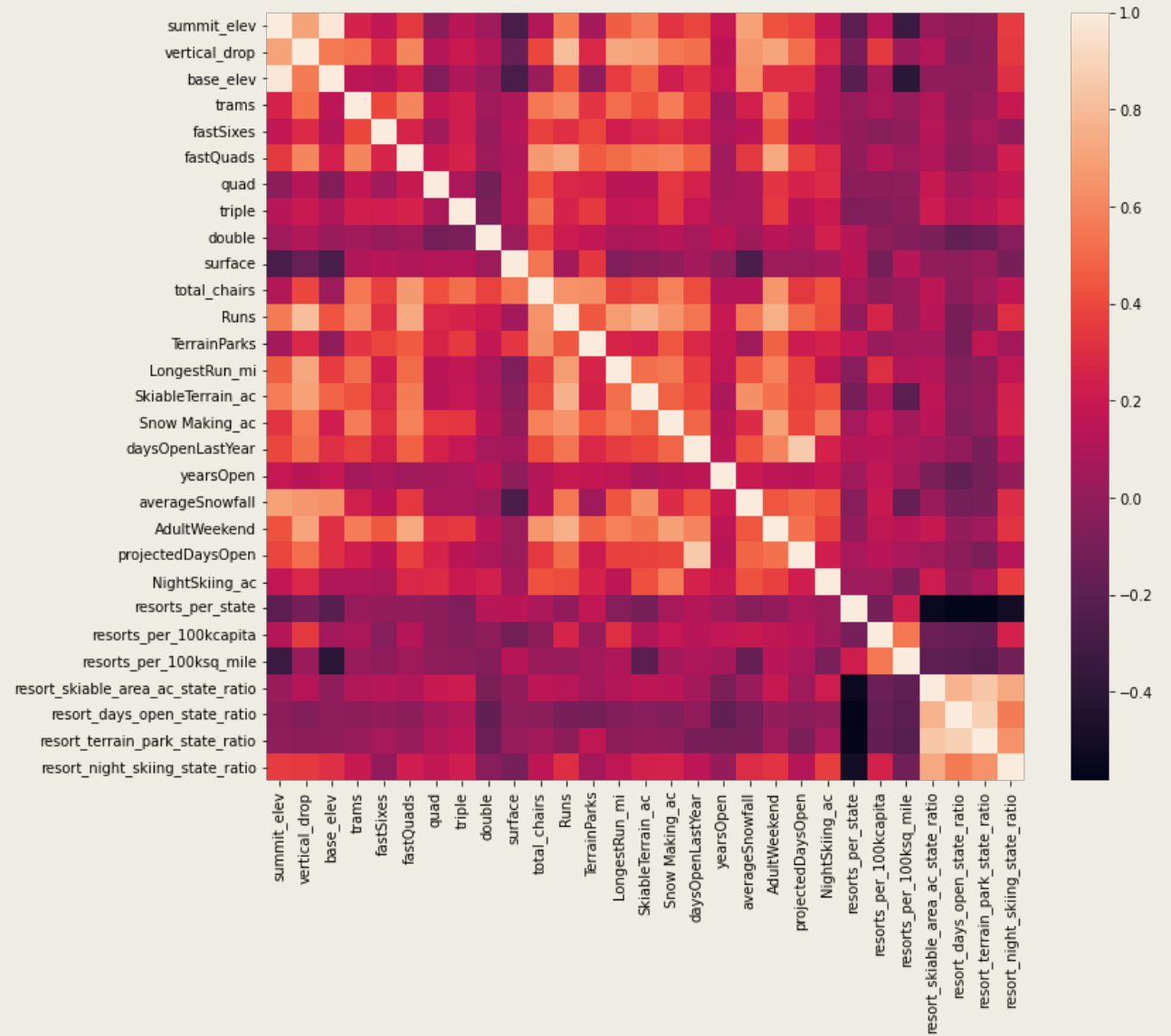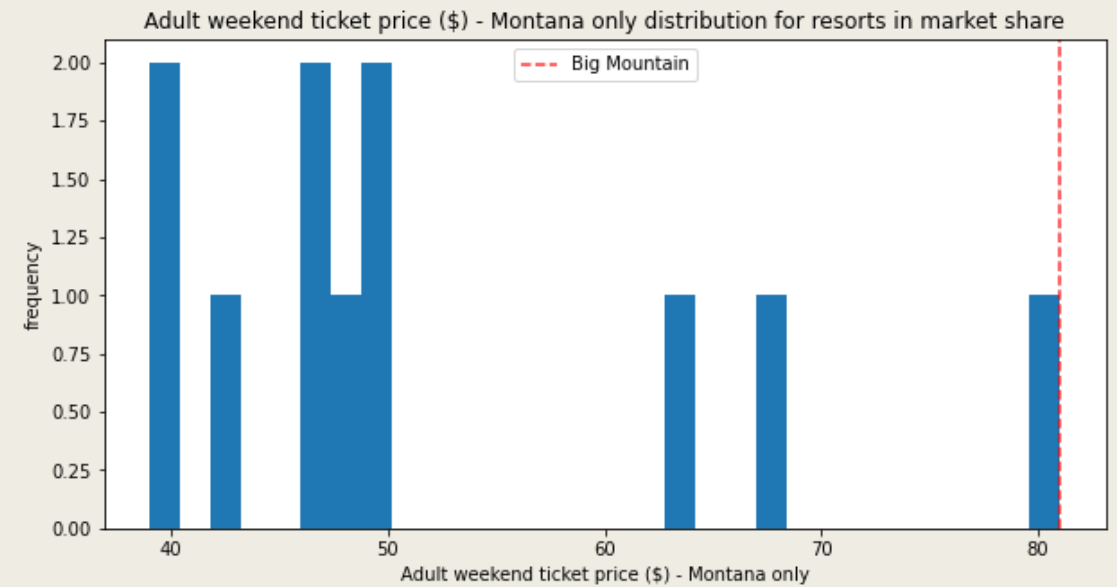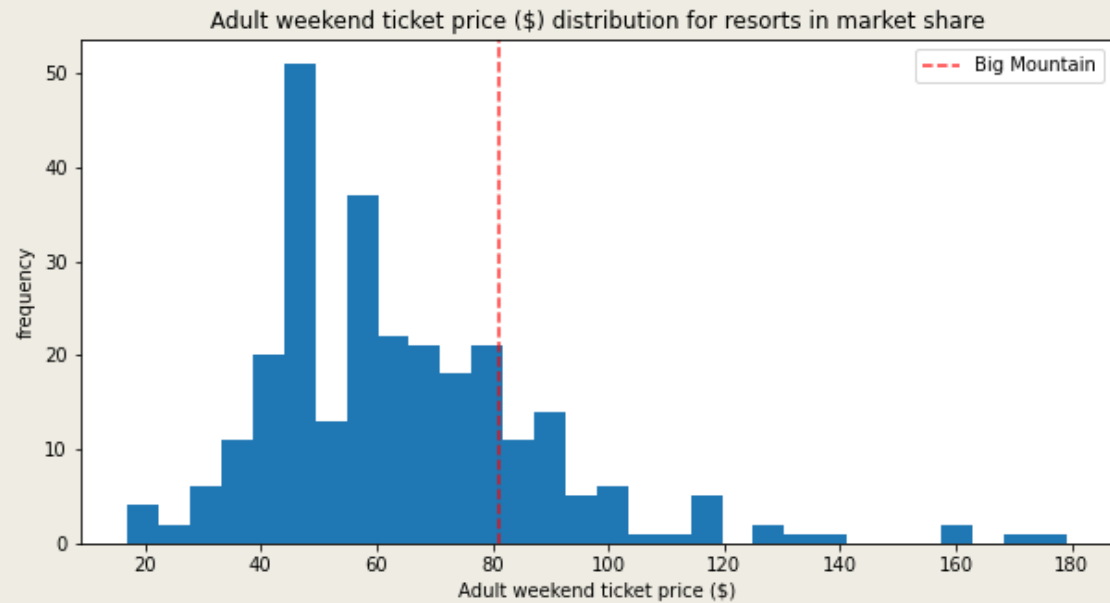
Data Science Method

01 PROBLEM IDENTIFICATION	02 DATA WRANGLING	03 EXPLORATORY DATA ANALYSIS	04 PRE-PROCESSING AND TRAINING DATA DEVELOPMENT	05 MODELING	06 DOCUMENTATION
Identify the correct problem to solve	Collect, organize, define, and clean a relevant dataset	Understand the relationship between data and features	Standardize and train your dataset	Select, train, and deploy a model to make predictive insights	Document your work and share your findings

Key Findings
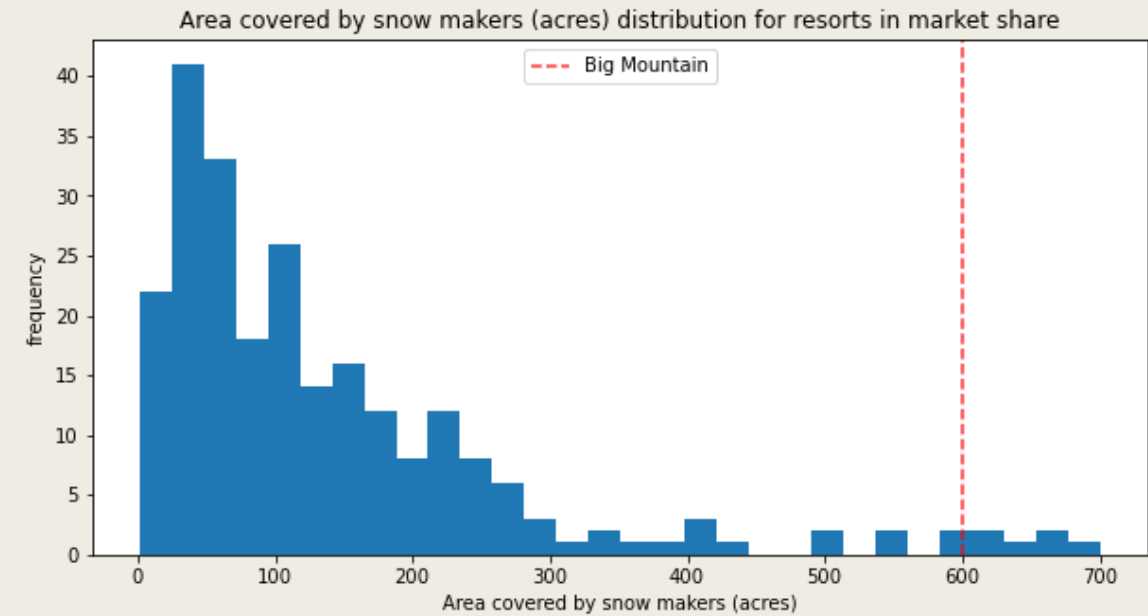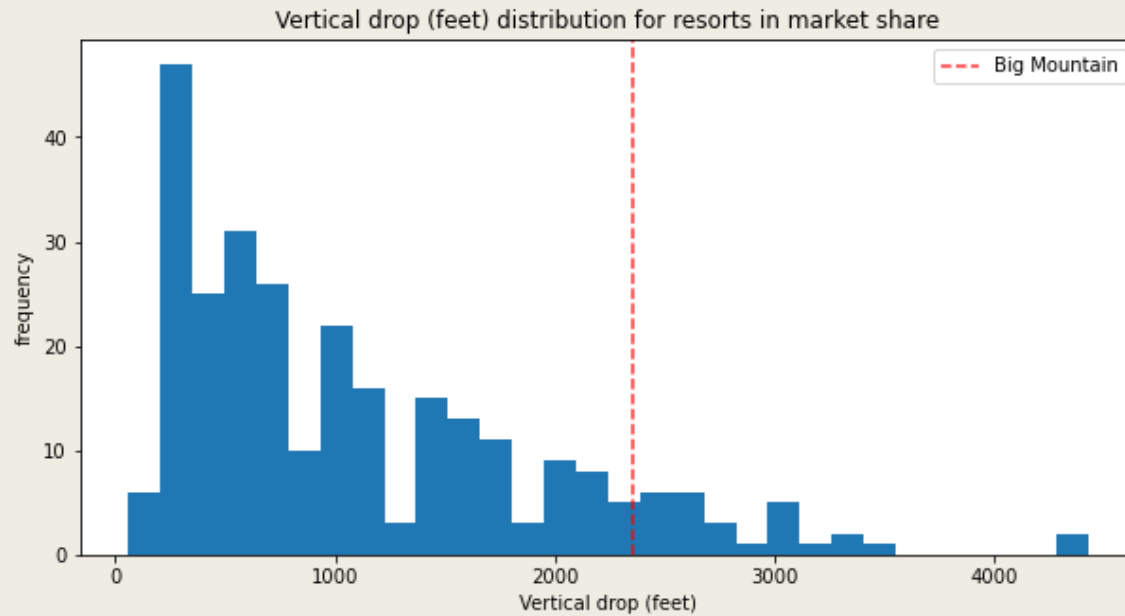
Features correlated with Ticket Pricing

- No. of Fast Quads
- No. of Runs
- Total Snow Making Area
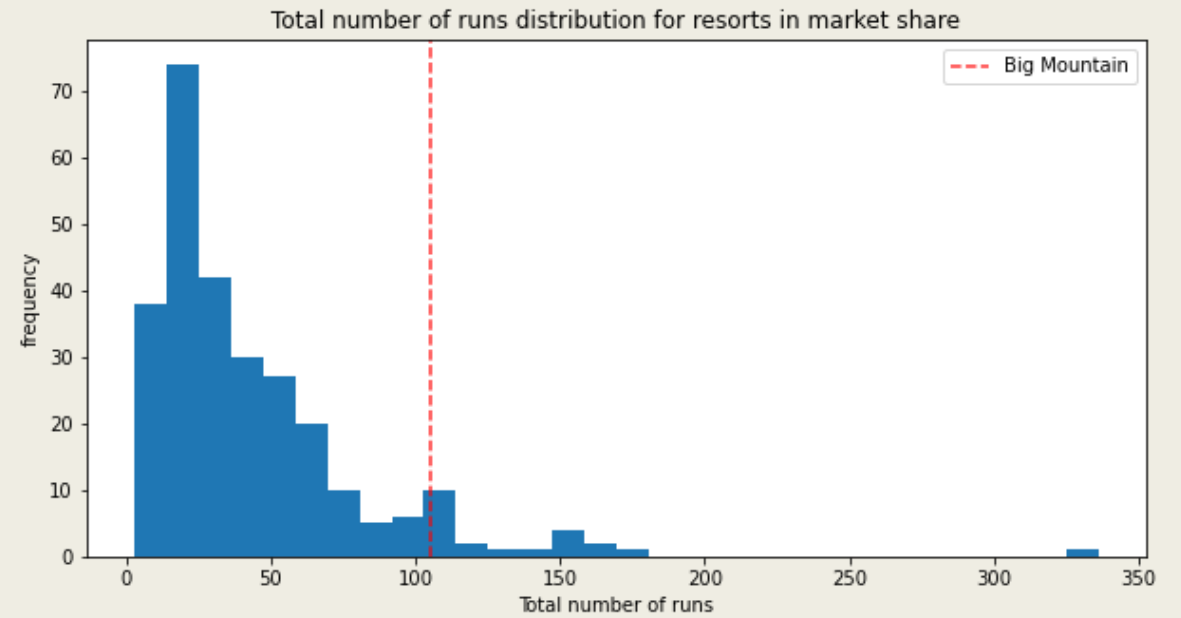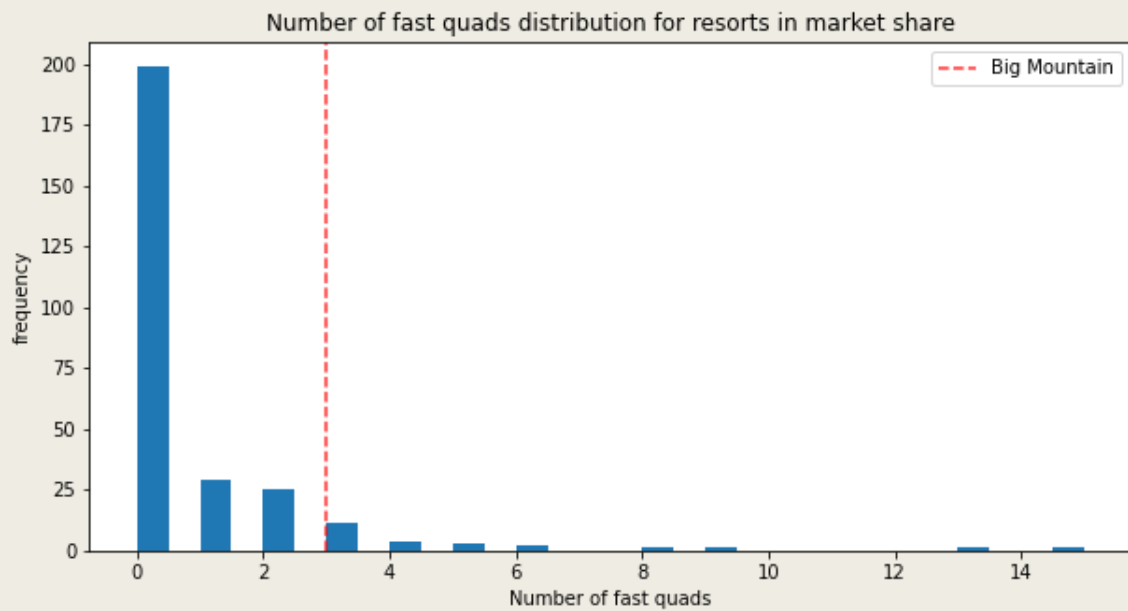- No. of Total Chairs
- Vertical Drop

Big Mountain Resort Positioning – Pricing

Adult weekend ticket price ($) distribution for resorts in market share

Adult weekend ticket price ($) - Montana only distribution for resorts in market share

Big Mountain Resort Positioning – Features

Big Mountain Resort Positioning – Features

Recommendations – Ticket Pricing

- Recommended Pricing Range
  - *$96 ± $10*

- Current Pricing
  - *$81*

Recommendations – Business Strategy

- Runs vs. Revenue/Ticket Pricing
  - *Closing runs can reduce support for ticket price & revenue*
- Option 1: Increase vertical drop by 150 feet, add 1 chair lift
  - *Estimated **$1.99 increase** in Ticket Pricing*
- Option 2: Option 1 + 2 more acres of snow making cover
  - *No change in Ticket Pricing on top of Option 1*
- Option 3: Increase run by 0.2 mile, add 4 more acres of snow making cover
  - *No change in Ticket Pricing*

Questions?