

How do we increase revenue?

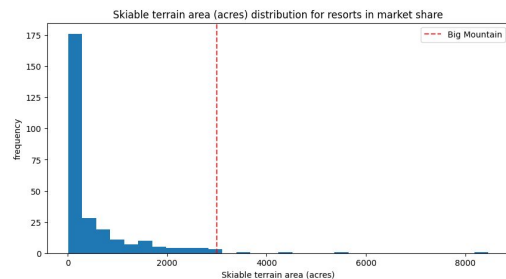
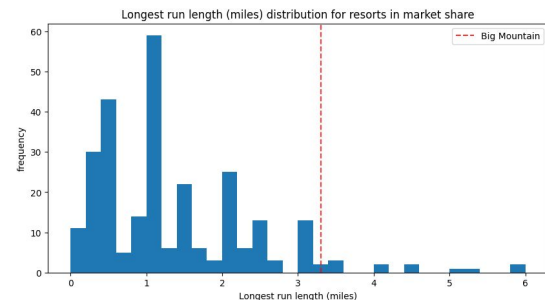
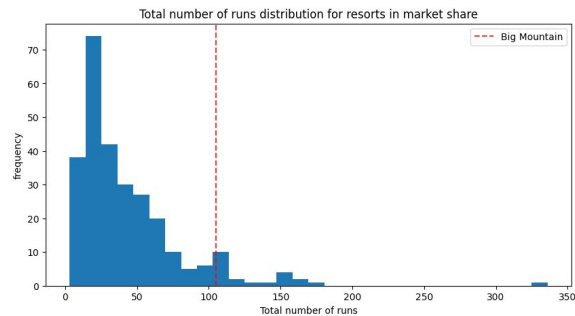
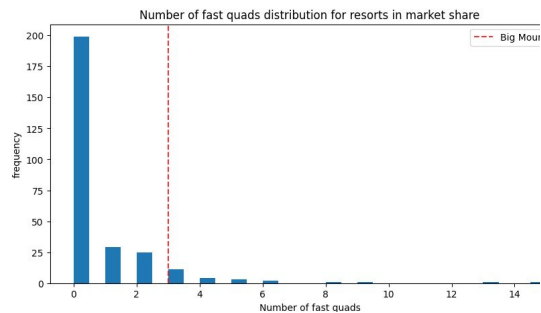
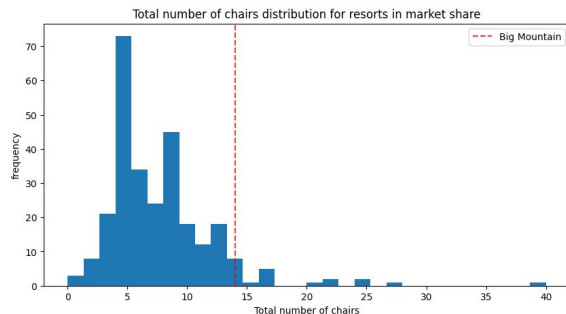
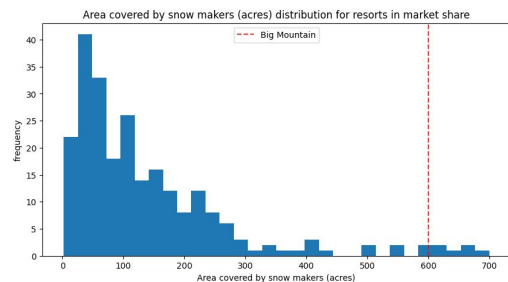
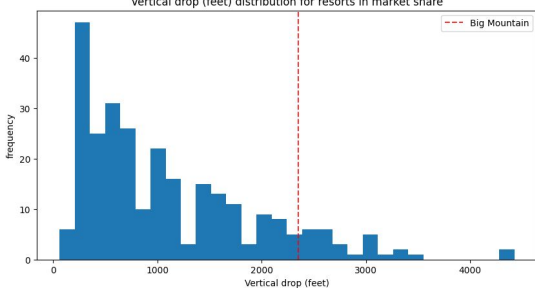
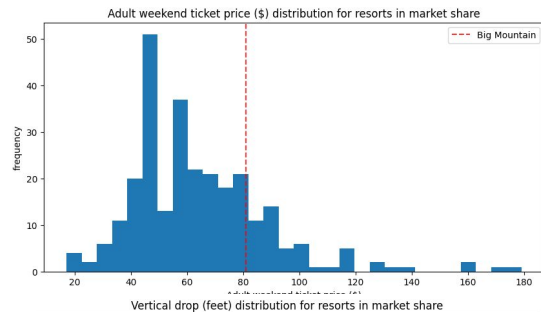
- Optimizing Ticket Price
- Revaluating the cost of certain facilities

Our Recommendation

Key Findings:

- Our ticket price of **\$81** is low
- We should actually raise our value of our ticket price to around **\$95** with room to increase of up to **\$10**.
- We can reduce up to 1-5 runs, without only losing around \$.75 per ticket.

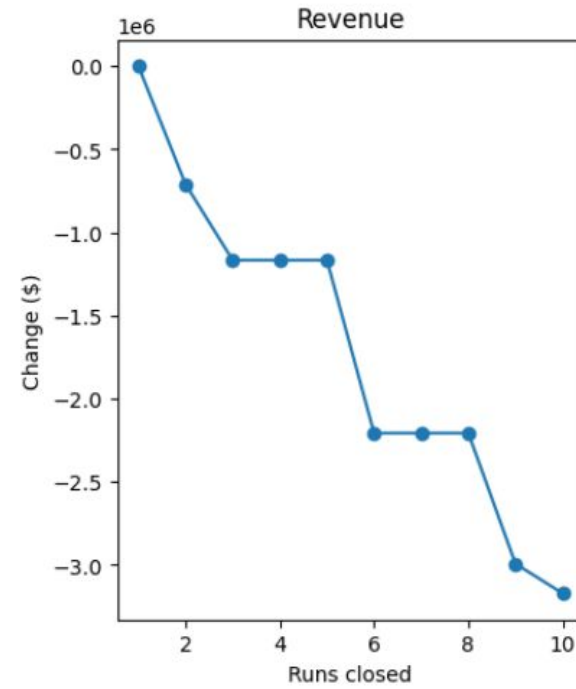
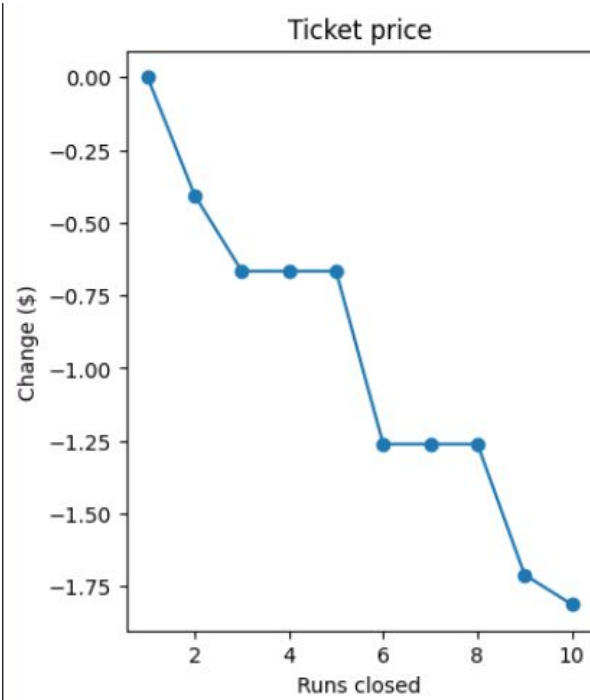
Big Mountain vs Everyone Else



Explaining the Graphs

- The red line is us
- As you can see, compared to everyone else, we are on average always on the right of main distribution. However our ticket price on the distribution is closer to the center.
- That means, in every other aspect of our resort, we have above average facilities, but our price is just average.
- That means to optimize our ticket price, we need to match our price with correspondence to our facilities

Model Predictions



Explain Graphs pt2

- How we came up with this graph is through a function where we can predict the change in ticket price by updating any features of our dataset.
- Here we graphed the path of the change in ticket price, over how many runs we were going to close.
- As you can see, closing 1 run won't change the ticket price, but after 2, it drops around \$.50, but after closing 3-6 runs, the ticket price drop stays around \$.75.
- That means we can reduce up to 6 runs, reducing operational costs, without comprising the cost of our ticket price that much.

Conclusion

- In conclusion, I recommend we increase our ticket price to at LEAST \$95.
\$105 if there might be overcrowded
- We can close up to 1-6 runs without completely comprising our ticket price, while reducing facilities cost.