**Big Mountain Resort Report**

Located in Montana, Big Mountain Ski Resort has ideal features that makes our customers experience one of the best in the country, but senior leadership suspects that it’s not maximizing its returns. There is a need to understand how much we can raise ticket prices (current price is $81.00) and if the resort meets the customers needs to increase ticket prices.

Doing a deep dive on the data provided, we were able to identify 8 key features have a high correlation with ticket prices, which are the following:

1. Vertical drop
2. Snow Making
3. Total Chairs
4. Fast Quads
5. Runs
6. Longest Run
7. Trams and
8. Skiable Terrain

Chart, histogram

Description automatically generatedChart, histogram

Description automatically generated

Chart, histogram

Description automatically generatedChart, histogram

Description automatically generated

Chart

Description automatically generatedChart, histogram

Description automatically generatedA picture containing chart

Description automatically generatedChart, histogram

Description automatically generated

Big Mountain resort is above average on 7 out of the 8 features that are highly correlated with ticket prices. The only feature that is at average is Number of Trams, but aside this, Big Mountain already possess what customers are looking for. Therefore, our model shows that prices could be increased to $95.87 (with an expected MAE of $10.39)