# Big Mountain

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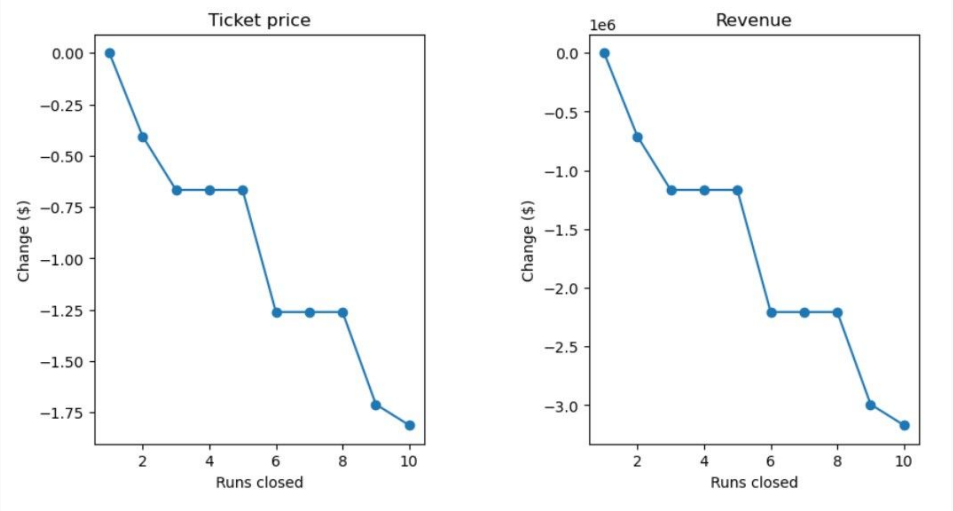
# Problem Identification

Problem Statement: How can Big Mountain enhance its investment strategy and maximize ticket value by 25% within 3 months through optimizing facility use, analyzing amenity importance and/or adjusting ticket pricing?

# Scenario 1

Scenarios 1: Close up to 10 of the least used runs. The number of runs is the only parameter varying.

Resulted in a loss of revenue:



# Scenarios 2 & 3

Scenario 2: Big Mountain is adding a run, increasing the vertical drop by 150 feet, and installing an additional chair lift.

Scenario 3: Repeating the previous one but adding 2 acres of snow making.

Results: Both increase support for ticket price by $1.99

# Scenario 4

Increasing the longest run by .2 miles and guaranteeing its snow coverage by adding 4 acres of snow making capability.

Results: This virtually makes no change in the ticket price.

# Recommendation and Key findings (1 slide)

Recommendations: We found that for further enhancements, Scenarios 2 and 3 are our best bet. Scenario 2 proposes adding a new run, increasing the vertical drop, and installing an additional chair lift, while Scenario 3 proposes the same with 2 acres of snow making. Both of these support a $1.99 ticket price increase and a revenue boost of $3,474,638.

# Summary and Conclusions

With the data and resources given we see that Scenarios 2 and 3 are the most beneficial to enhance the revenue. However, with more information on different details of the resort, it would be possible to find more ways to raise ticket prices while saving money on other operations.