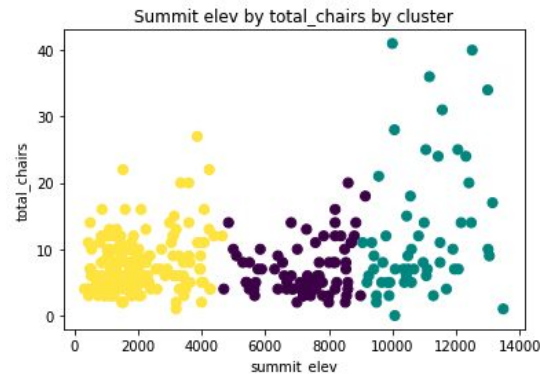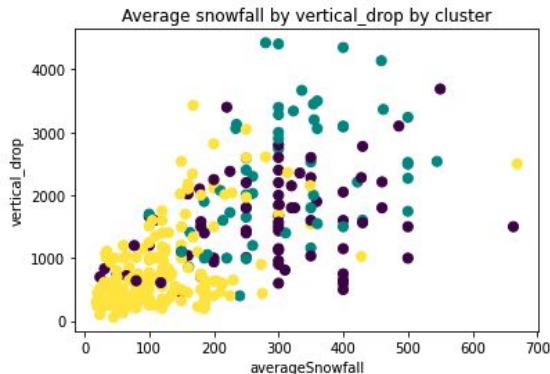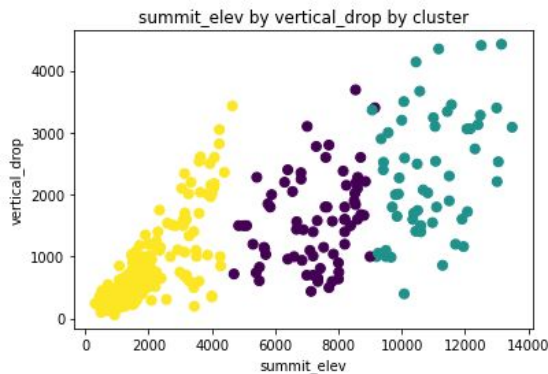# Big Mountain Resort Slide Deck

Erin Quense

Objectives

1. Identify the problem

2. Discuss key findings

3. Discuss Recommendations

4. Look at modeling results and analysis

5. Sum it all up

Problem Identification

How can resort managers maintain revenue for this season and recoup their

expenses on the new chairlift?

Key Findings

- Summit Elevation is highly correlated with vertical drop
- Average snowfall is less in resorts with smaller vertical drops
- Summit elevation was correlated with total chairlifts.

Recommendations

- The price of the adult weekend ticket at Big Mountain Resort be $64.08.

- A similar model be created to predict the price of the adult weekday ticket.

* The data did not provide any information on revenue for the resorts, so we were unable to determine

expected revenue for the resort season if Big Mountain were to implement our recommendation.

Modeling Results and Analysis

Model	Explained Variance	Mean Absolute Error	Features Dropped
Model 1.	0.9341	5.0826	-
Model 2.	0.9254	5.4667	'state'
Model 3.	0.9308	5.2722	'state','summit_elev','base_elev'

- Model 3 was selected
- 'State' was removed because managers cannot change that feature.
- 'summit_elev', and 'base_elev' were removed because they also cannot be changed, and because they were highly correlated with each other and vertical drop.

Summary and Conclusion

- Recommended adult weekend ticket price is $64.08

- Based on coefficients, most important features/actionable traits in determining ticket price are:

  vertical drop, number of runs, number of quad chair lifts and average snowfall.

- Further data analysis is needed to predict price of an adult weekday ticket.

- No data was included on revenue, so revenue cannot be determined at this time