

Problem Statement Worksheet (Hypothesis Formation)

<What is the business problem you are investigating? (Use SMART principles)>

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1 Context

<Why are you working on this problem?>

Big Mountain Resort recently installed a new chair lift to help with the logistics of transporting their customers. This added a significant operating cost to the park and the Resort is looking for a data-driven approach in the strategy to increase ticket costs to account for the operating expense in the most strategic and smart way.

2 Criteria for success

<What is the key criteria that will deem this work successful?>

Providing a Data Solution for Average Ticket Prices for Facilities of Similar Types as Big Mountain when pertaining Chairlift Ticket Prices versus Types of Lifts provided.

3 Scope of solution space

<What is the focus of this business initiative? I.e. What are you specific items will you focus on exclusively?>

We are focusing specific on Chairlift Prices and optimizing its costs in comparison to like facilities with similar amenities.

4 Constraints within solution space

<What constraints exist that may prevent this business initiative from succeeding?>

The data provided does not have access to average yearly visitors to competitor parks which would be a great data piece to measure success levels of various chair lift prices.

5 Stakeholders to provide key insight

Jimmy Blackburn – Director of Operations

Alesha Eisen – Database Manager

6 Key data sources

CSV File provided by Alesha Eisen

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