**Big Mountain Resort Price Data Analysis**

**Data Analysis:**

After extensive data analysis over a large portion of resorts and their features in the US, we where able to come to a few conclusions regarding resort pricing.

1. First, there was no relationship found between resort pricing and which state they were located in.
2. We did however find a relationship between key resort amenities and ticket pricing as shown in the figure below, Fast Quads, Runs, and Vertical Drop had the biggest impact on ticket pricing across the nation.

Chart, histogram

Description automatically generated

1. Our modeling algorithm determined that Big Mountain Resort is undervaluing their ticket prices significantly, according to our model prices should be anywhere from 85$ to 105$, preferably set at 95$ as this value was determined to be most optimal.

**Conclusion:**

In conclusion Big Mountain Resorts could very easily increase prices and stay competitive with other resorts of the same caliber. There are a few other things to consider, we could also optimize the resort to maximize revenue by working on the features that validate higher ticket prices. We could then go one step further to maximize profits by taking into consideration operating costs and then trimming the fat accordingly. We also could obtain some more relevant data, mainly revenue of each resort and foot traffic, using this we could determine what brings in the most amount of people. These are all things to consider in the future.