



# Recs for Big Mountain Resort

**How can Big Mountain Resort compare the importance of each facility to support selecting a better value for their ticket price before next season?**

# Problem Identification



- New Chair Lift:
  - Adds additional costs in operation
- Current Ticket Pricing: \$81

# Problem Identification

---



- What facilities matter the most to visitors?
- Could there be a better pricing strategy?
- What modifications can be made to:
  - Cut costs without undermining the ticket price
  - Support a higher ticket price

# Recommendations & Key Findings



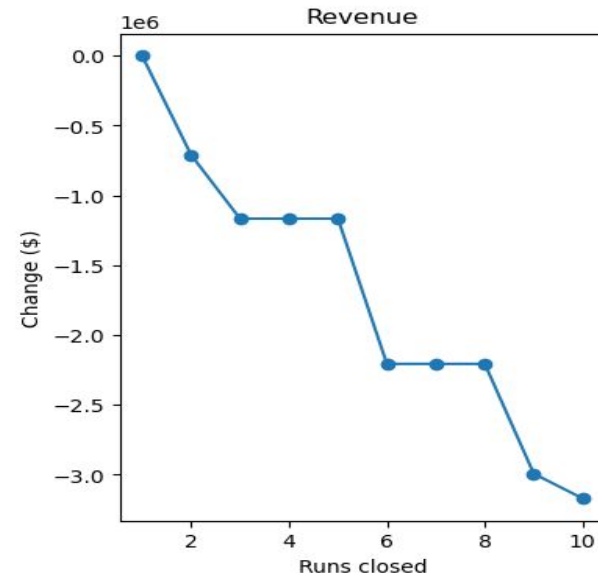
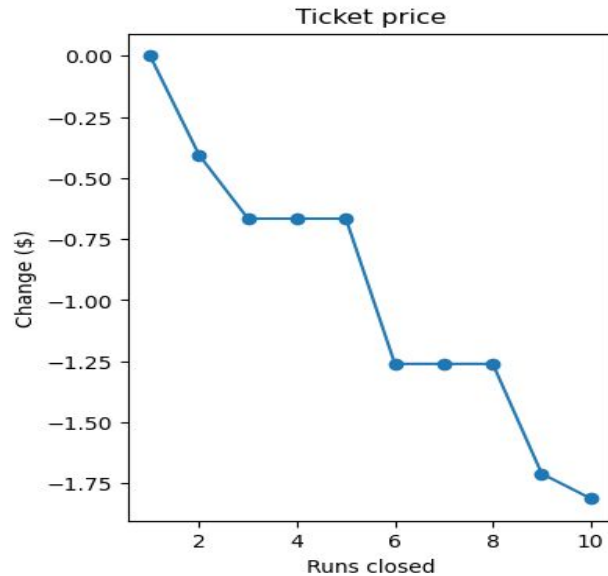
- Features that have a strong correlation with ticket pricing
  - fastQuads
  - SnowMaking\_Ac
  - Runs
  - Night skiing ratio
- Random Forest Model Ticket Price: \$94.22
  - Big mountain Resort has significant enough facilities to justify this cost

# Modeling Results & Analysis



- The following factors are most important to visitors:
  - Vertical drop
  - Snow making area
  - Total chairs
  - Fast quads

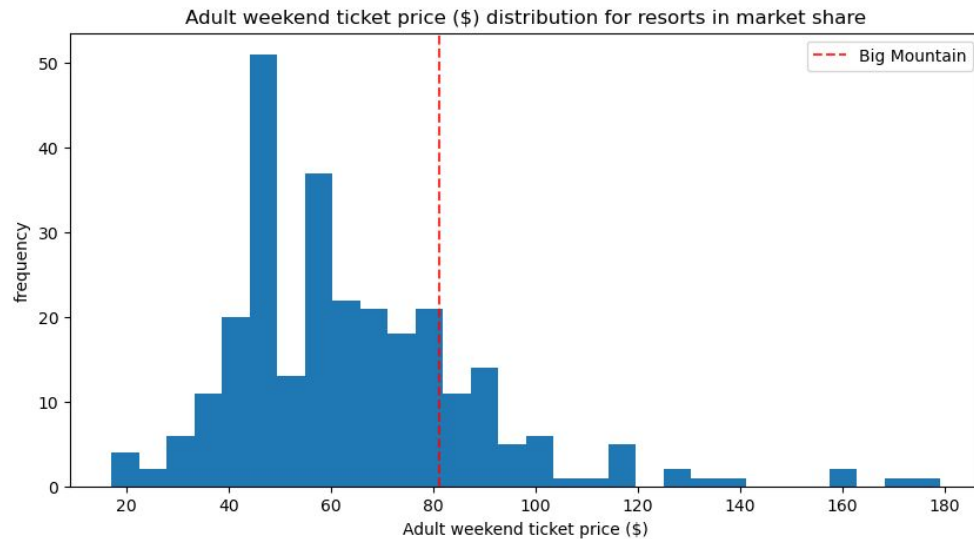
# Modeling Results & Analysis



- The resort can close up to 6 runs each day without a large drop in revenue

# Modeling Results & Analysis

- Big Mountain Resort ranks in the top Quartile in seven of the eight most important qualities
  - Total Area of Snow Makers
  - Vertical Drop
  - Total Num of Chairs
  - Fast Quads
  - Total Nu, of Runs
  - Longest Run
  - Skiable Terrain Area



- Raising the price would keep us around the same region in this distribution

# Summary & Conclusion



- There is plenty of room to grow revenue and cover additional costs of operation. Any of the recommendations mentioned here should help keep Big mountain Resort profitable for many years to come
  - Increase ticket price by \$1.99 ( Over the season, this could be expected to amount to \$3,474,638 )
  - Close down 4 or 5 runs as there's no further loss in ticket price when closed. Increasing the closures down to 6 or more leads to a large drop.