

A wide-angle photograph of a ski resort. In the background, a large, rugged mountain peak is covered in snow under a clear blue sky. The middle ground features several multi-story resort buildings with wooden facades and snow-laden roofs. In the foreground, a snowy slope is visible with ski lift infrastructure, including a chairlift and a gondola station, and various safety markers and barriers.

Big Mountain Resort

Data Driven Pricing Strategy

Uncertainty About Big Mountain Resort's Price

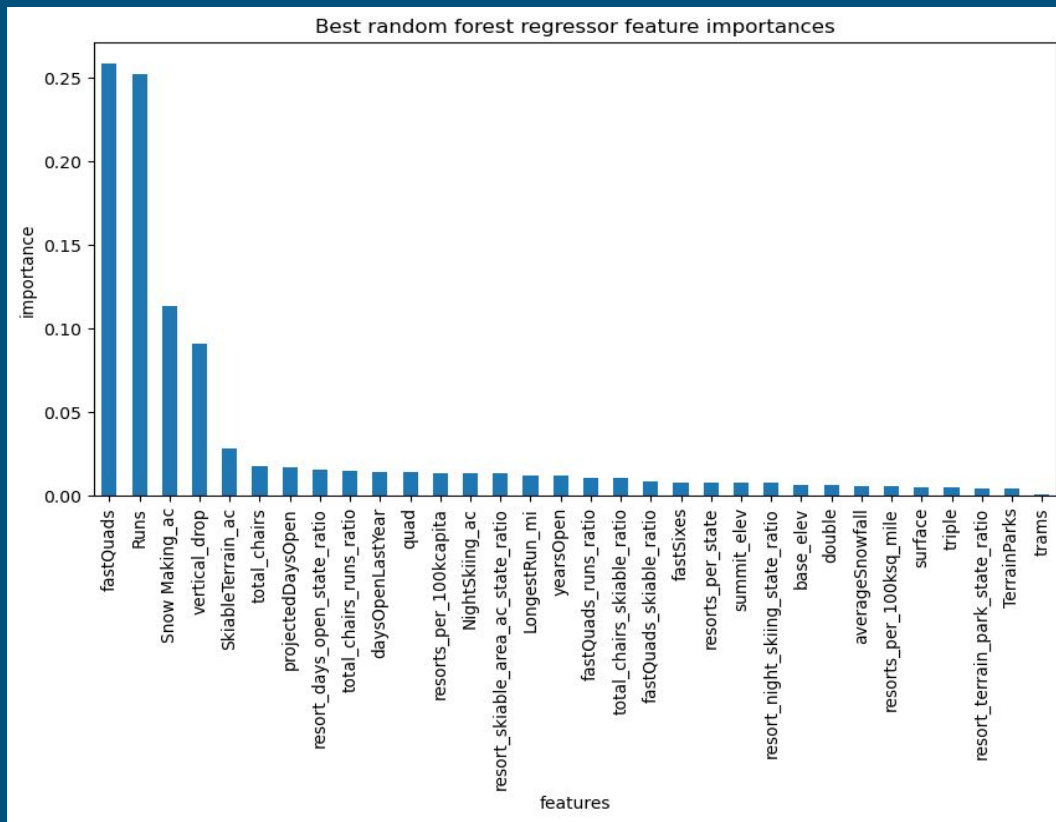
- Arbitrary pricing strategy in the past
- Operating costs increasing with recent expansion of new lift

How can BMR use data to optimize its ticket price?

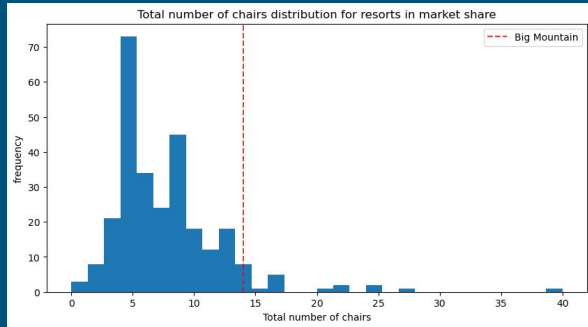
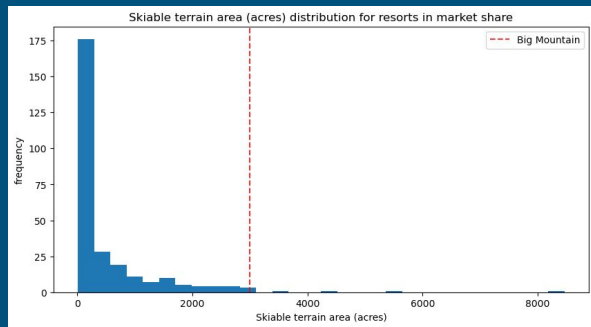
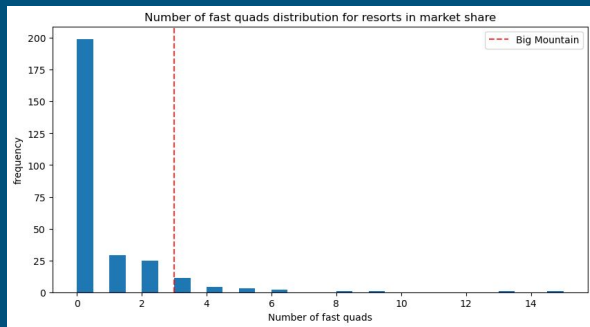
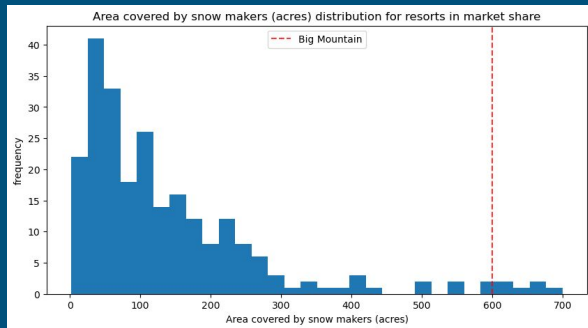
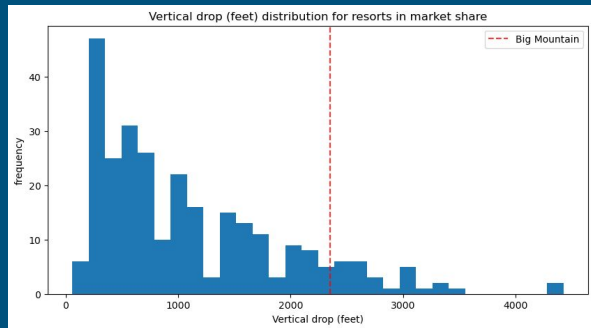
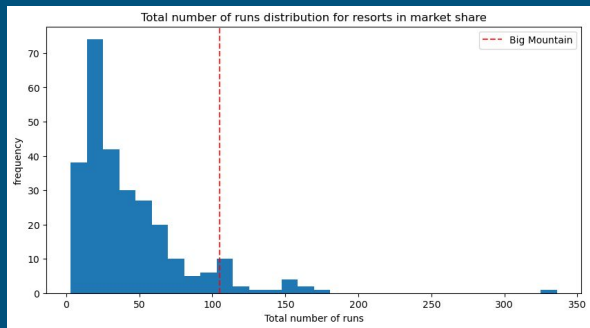
Key Findings

- RF Model supports a price increase of over \$14.00 per ticket, generating an additional \$24.5 million* in revenue
 - Assuming 350,000 clients buying 5 day passes each
- Model also supports the installation of a new lift, run and an additional 150 feet to the vertical drop - additional \$1.99 to ticket price, ~\$3.5 Mil revenue

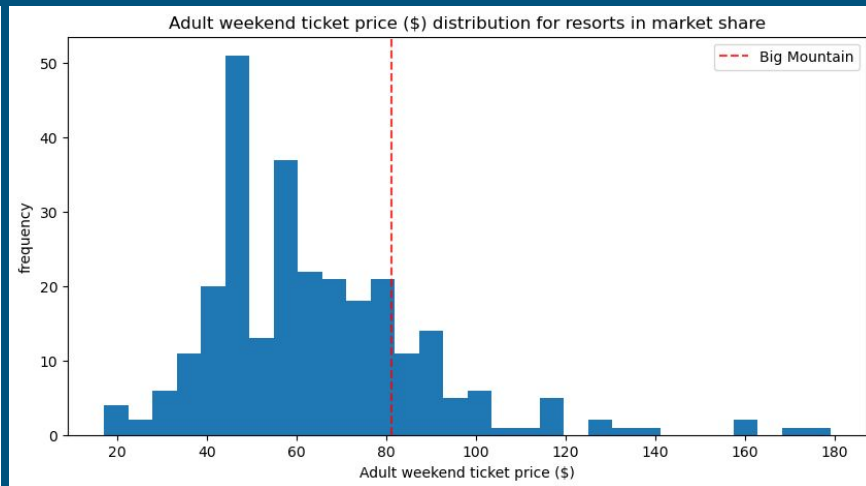
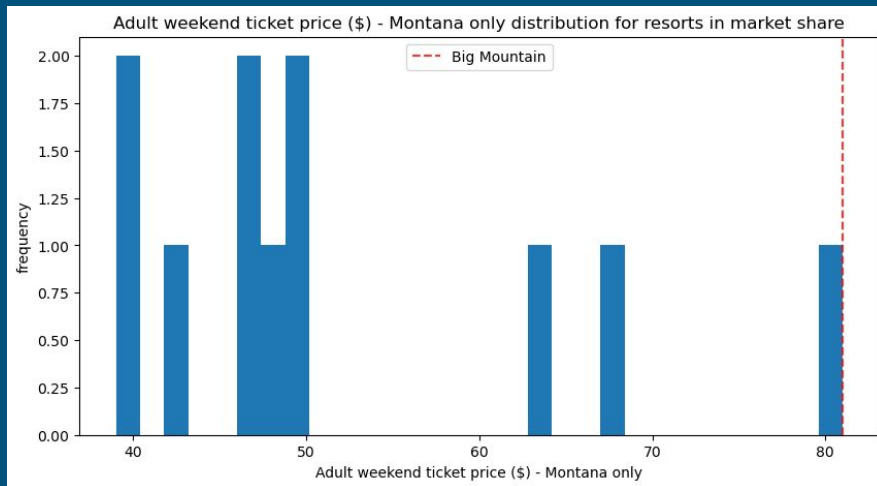
RF Model most important features



Where we stand on Model important features



BMR Current Ticket Price



Summary

- Big Mountain Resort is in the upper tier of Ski resorts based on features our model found to be most important
- Current price sits at \$81.00, but can be increased with support from the model
- Increasing vertical drop, adding a new lift, and adding a new run allows for a further increase in price of \$1.99