Big Mountain Resort Problem Statement—Lucien Meteumba

How can Big Mountain Resort keep their business profit margin at 9.2% this year given the fact that there has been an increase of $1,540,000 in operating costs.

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1 Context

Big Mountain Resort opened in 1947 is located in northwestern Montana and offers spectacular views of Glacier National Park and Flathead National Forest. Despite the increase in operation costs by $1,540,000 due to an additional chair lift installed to help increase the distribution of visitors across the mountain, the investors want to keep the business profit margin at 9.2% given that every year about 350,000 people ski or snowboard at Big Mountain.

2 Criteria for success

Build a model that can predict the cost of an adult weekday chairlift ticket and weekend chairlift ticket.

3 Scope of solution space

Use the single CSV file given by the database manager (Alesha Eisen) to build our model.

4 Constraints within solution space

Investors want to keep the business profit margin at 9.2%.
A lot of missing values in the dataset.

5 Stakeholders to provide key insight

Jimmy Blackburn – Director of Operations
Alesha Eisen – Database Manager

6 Key data sources

Single CSV file provided by the database manager.

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