

# Big Mountain Resort Problem Statement [Marcial Medina]

**Big Mountain Resort wants to increase revenue by the end of the next fiscal year by adjusting their ticket prices based on the facilities they have on the resort as opposed to based on the market average.**

## 1 Context

Big Mountain Resort currently determines their ticket prices based on the market average; essentially charging more than what other resorts in its market segment charge. However, they believe that determining ticket prices based on the facilities they have on the resort instead would lead to better value for their ticket prices.

## 2 Criteria for success

Increasing revenue by the end of the next fiscal year.

## 3 Scope of solution space

The focus will be on using data about the facilities and ticket prices in Big Mountain Resort and other resorts to determine the best ticket prices at Big Mountain.

## 4 Constraints within solution space

- Operating costs of the facilities in Big Mountain Resort may prevent ticket prices from increasing revenue.
- Lack of data regarding the operating costs of facilities at other resorts.

## 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