Big Mountain Resort Analysis

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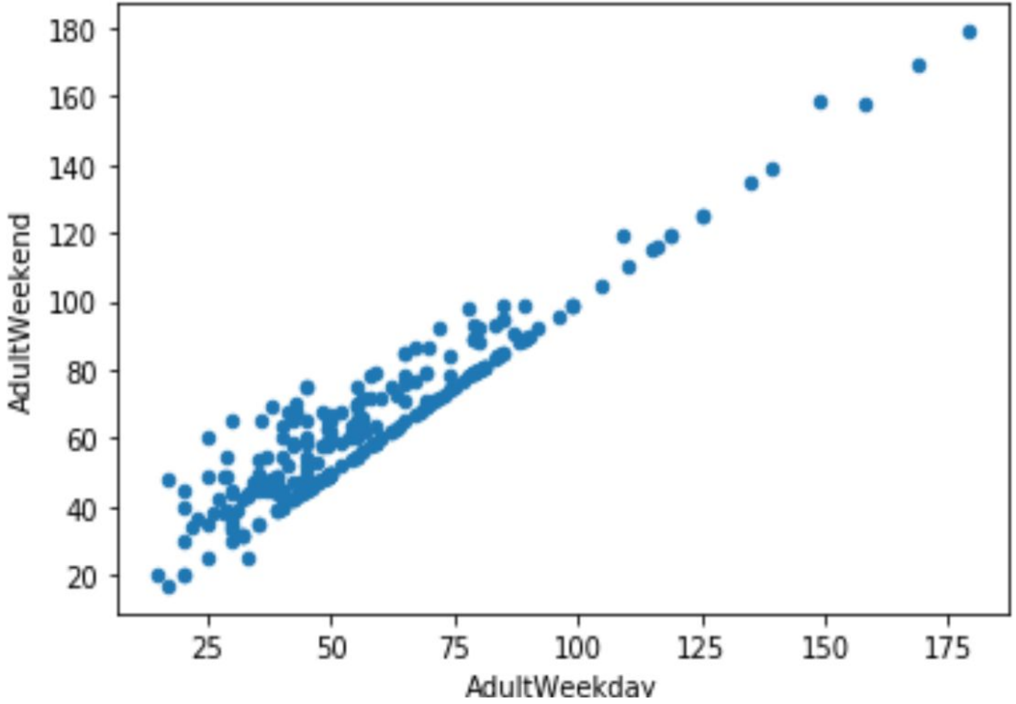
Problem Identification

- How to increase prices while still being competitive with other resorts?
- Operational costs
  - New chair lift increases their costs by $1,540,000
- Facility values

Key Findings

- Permanently losing up to 10 of the least popular runs to cut operational costs
    - The best choice for Big Mountain is to close up to 5 to save on costs
- Increasing a vertical drop by 150 ft and adding another chair lift
    - This can bring in more revenue
- Increasing the longest run and increasing snow making
    - Results in a increase of operation costs

Models and Analysis



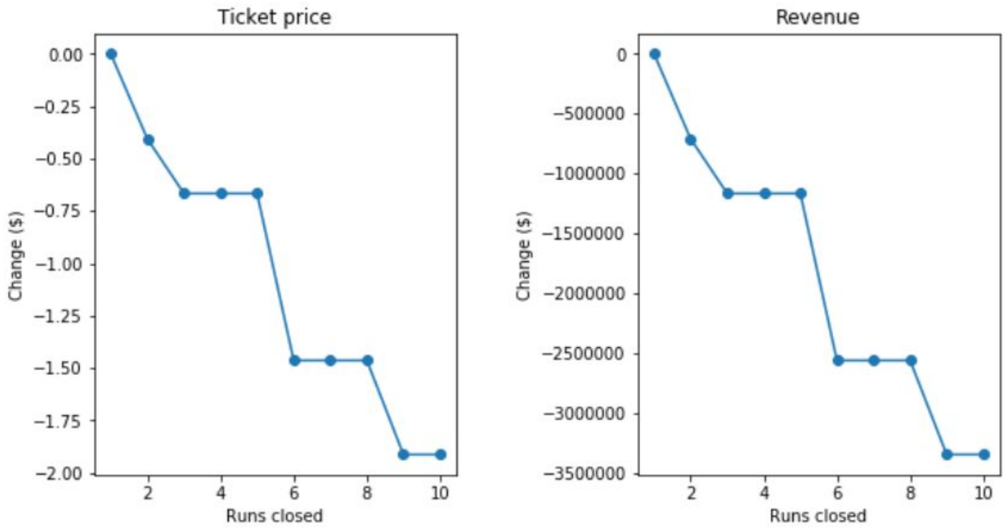
- Columns that had to be removed from the data
  - Adult weekend, missing values
  - fastEgiht, too many nulls or zeros

Models and Analysis

- Positive effects on ticket prices and revenue
  - fastQauds
  - SnowMaking_Ac
  - Runs
  - Night skiing ratio

Models and Analysis

- The resort is able to close up to 6 runs before they start to see a change in operating costs



Conclusion

Below are the next steps that Big Mountain Resort should take to increase revenue and decrease operation costs:

- Close anywhere between 3-6 run per day to be able to save on operations.
- Install a chairlift, add 2 more acres of snow, and add another run.
- Increasing the vertical drop by 150 ft with or without snow making can bring in a estimated 15-18 million in venue this will rationalize increasing ticket prices by $8 or more.