Big Mountain Price Model Results

Big Mountain Resort is, by many metrics, one of the top ski resorts in its market segment, and is worth being priced accordingly. We have recently made a $1.5 million investment in a new chairlift to better serve our customers. To offset these costs, we need to choose a strategy to either increase revenue, decrease costs, or some combination of the two. We've turned to a machine learning model to predict the outcome of several possible decisions.

We analyzed data on 330 ski resorts across the United States, with features such as acres of skiable terrain, and days open last year. We compiled these against data on the states in which each resort was located and discovered that features based on state of origin had no evident pattern with the average resort ticket price.

When we trained our model, we discovered that the strongest predictors of ticket price across every resort in our data set were the vertical drop, the acres of snow-making land, the total chairs, and the number of runs.