

Big Mountain Ski Resort Price Analysis



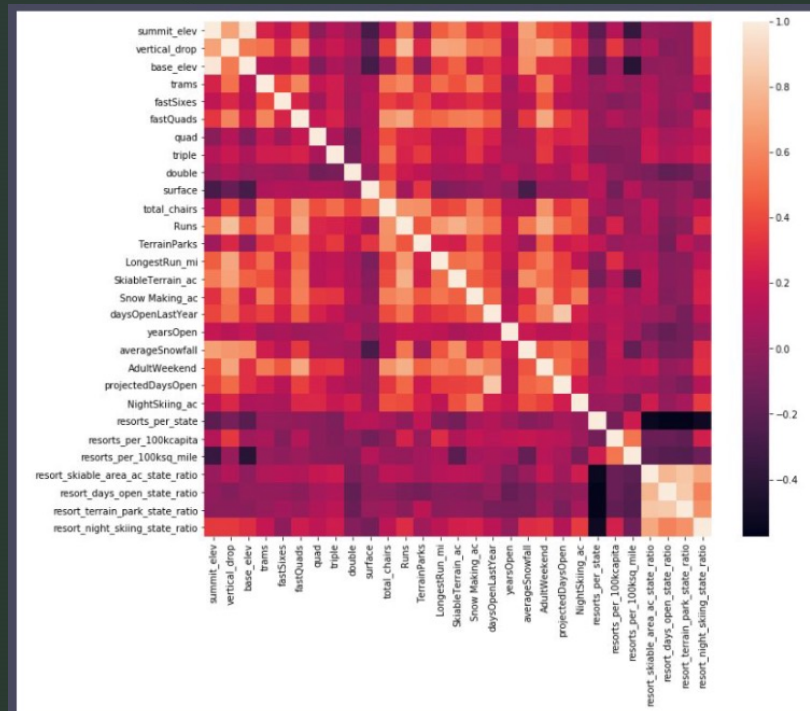
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The Problem To Solve

- The new chair lift increased operating cost : \$1.54 million
- Current ticket price \$81
- Increase revenue and stay competitive for the upcoming season



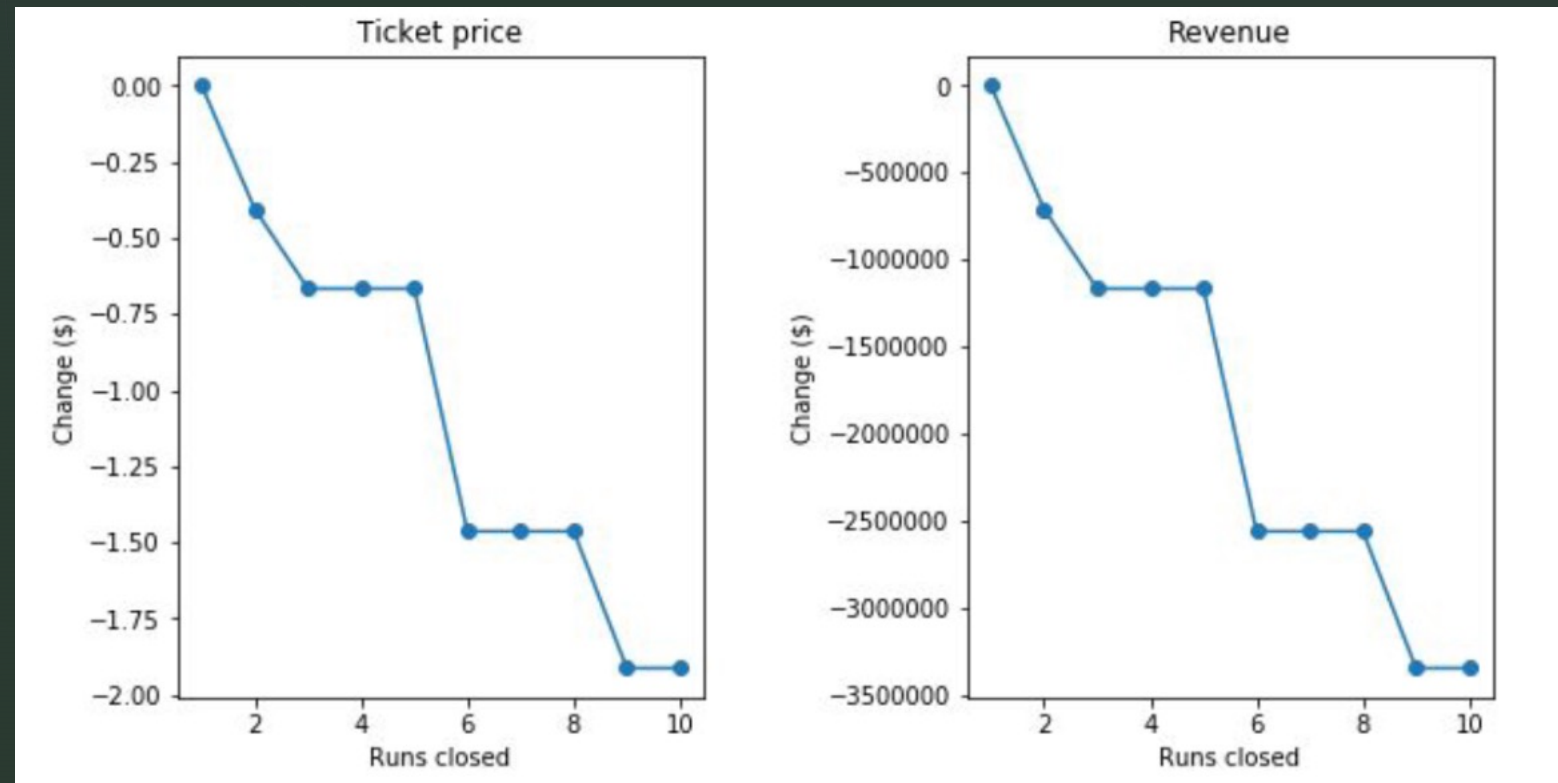
Key Findings



- Four features have a strong correlation with ticket price
- fastQuads
- SnowMaking_Ac
- Runs
- Night skiing ratio
- Random Forest Model price: **\$94.22**

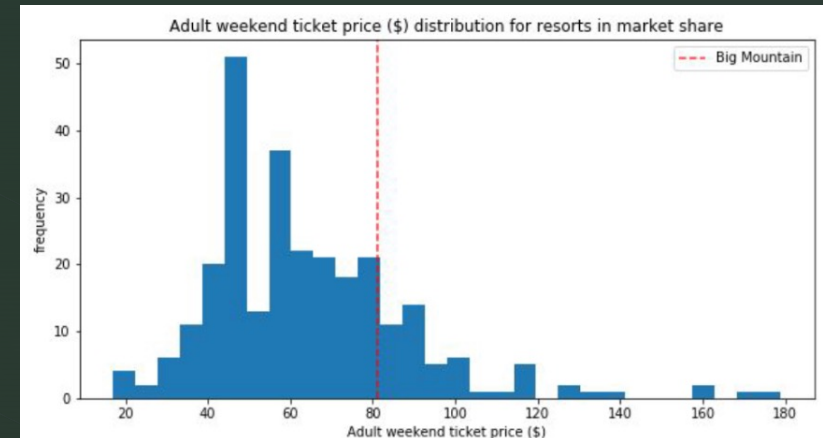
Model and Analysis

The resort can close up to 5 runs each day without a large drop in revenue



Model and Analysis

- Big Mountain Resort ranks in the top quartile in seven of the eight most important qualities
- Total are of Snow Makers
- Vertical Drop
- Total number of chairs
- Fast Quads
- Total Number of runs
- Longest Run
- Skiable Area



Recommendations

Raise ticket prices to at least \$89.99

Have 4-6 runs closed each day

- Increase vertical drop by lowering run 150ft, Install one additional chair lift, add one additional run

increase acres of snow covered to two

The model predicts that this can justify a 2 dollar increase in ticket price which would give a revenue of \$3,464,638

Conclusion

- Big Mountain is a high end level resort and can justify a price increase by being one of the top competitors in the nation.
- Any of these recommendations will keep the business running for years to come

