Guided Capstone For Big Mountain Resort

In this project I was given the task of keeping Big Mountains profit margins around the same as the year before with the new chair lift they have added that has increased operating costs. To start I was given a dataframe with 330 resorts that are in the same market as Big Mountain. My first job was fixing the dataframe and making sure it would help me see if we could increase the ticket price at Big Mountain Resort. I did this by taking in some factors in resorts such as how many runs there are and the skiable terrain in each resort while looking at the price points for each. While looking at the graphs I made for this data I saw that Big Mountain had way more skiable terrain as seen below than average for its price point as seen below this was also seen when I created the same graphs but looking at the runs of each resort. The graphs I created have only proven the predicted price I found which for the adult weekend which was 88.77$ from 81.00$. My model proves that Big Mountain can definitely increase its ticket prices given the amenities its has compared to all the other resorts in the same market let alone they are also adding another chair lift. In conclusion the ticket price can most definitely be increased even without this new chair lift and with it the increased ticket price will keep profit margin the same if not greater than the year before.