

Guided Capstone Summary Report for Big Mountain

After analysing data from 330 of Big Mountain's competitors it was deduced that the current price for a day pass is the highest in Montana but an increase in price is still justified, based on the standing of some of the features they offer.

The four features that stood out were:

Vertical Drop
Snow Making
Chair lifts
Fast Quads

With the assumption that approximately 350,000 visitors per season with an average stay of 5 days, the price can be raised from \$81.00 to \$95.87, +/- \$10.39.

To offset the added cost of the chair lift, the current recommendation is to shut down the least used run.

Further analysis can be done if access to data on current operational costs, number of customers per day and length of stay is provided.

Once the model has been tested for best output, machine learning software can be implemented onsite, after testing and training of end users. This will be a good solution for the future if Big Mountain wants to conduct their own analysis on different features.