

Big Mountain Resort

Problem Identification

If and how much to increase ticket prices by and what facilities to choose for further investment.

Findings and Recommendation

- Tickets are currently underpriced and the Weekday ticket price should be increased from \$81.00 to \$95.87.
- Shut down the least used run.

Modeling Results and Analysis

The four features that stood out were:

Vertical Drop

Snow Making

Chair lifts

Fast Quads

These features are being undervalued and can be highlighted to attract more visitors and justify the increase in price.

In Conclusion

With access to more data such as current operational costs, number of visitors per day and the length of stay, further modeling and analysis can be done to justify an even higher price.

A custom machine learning software can be installed on site after testing and training with end users.