Guided Capstone Project Report

Big Mountain Resort is a beautiful ski resort located near Glacier National Park and Flathead National Forest, boasting beautiful vistas and over 100 hiking trials. The resort also boasts top tier amenities compared to anywhere in the country, all for a very affordable price tag. So affordable, in fact, it may need closer inspection.

Following analysis of data which spans all the ski resorts in the United States, it is recommended that the ticket price of an Adult Weekend Pass at BMR should be raised from $81.00 to $95.87. After study of 24 characteristics of 276 different ski resorts, it was found that Big Mountain Resort holds top tier amenities compared to anywhere in the country and the current business model is underestimating BMRs value to customers.

The variables of ski resorts that most affected the ticket price are listed below and Big Mountain Resort is a high performer in all these fields.

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| --- | --- | --- |
| Total Chairs | Fast Quads | Longest Run Length |
| Montana ticket prices | Vertical Drop | Skiable Area |
| Snow Making Area (ac) | Adult Weekend Ticket Price | Total Runs |

Graphical user interface, chart, histogram

Description automatically generated

Secondly it is proposed that Big Mountain Resort may close up to 10 of the less used runs to reduce operations costs with a maximum decrease of 3% while reducing the number of runs by ~10%.