Big Mountain Resort’s Ticket Price Analysis and Report

1. **Initial problem**

Big Mountain resort is one of the biggest ski resorts in Montana. The company is now looking to upgrade the facilities and maximize revenue. This report will analyze the data of 330 in the US that are in the same market share and build a model for Big Mountain Resort to change the ticket price according to the investment.

1. **Data Analyzing**

After cleaning and analyzing the data, we sorted out the most important features that affect the ticket price as the graph below.

Chart, histogram

Description automatically generated

1. **Model Recommendation**
2. **Recommendation**

After building the model based on the provided data and inserting Big Mountain Resort data, it is recommended that the resort could increase the ticket price as high as $95.87, compared to the current price of $81.00, which is over 18% increasing. Our resort can confidently increase the price considering our facilities are at the top compares to other resorts in the U.S.

Chart, histogram

Description automatically generatedChart, histogram

Description automatically generatedChart, histogram

Description automatically generatedA picture containing chart

Description automatically generated

We will also build a small system that allows the business analysts to explore more upgrading/downgrading the features and pricing to eventually maximize the revenue.

1. **Consideration**

There are two things Big Mountain Resort needs to consider before making the final decision.

First, our model is based on the assumption that all other resorts are pricing their tickets at the right price, which means there is no intentional under-price or over-price marketing strategy.

Second, Big Mountain Resort is currently charging the highest ticket price in Montana. If the ticket price is too high, it might be a drawback and ultimately cut off the visitors.

Chart, bar chart

Description automatically generated