Big Mountain Resort

Analysis Presentation

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Problem Statement Overview

What avenues exist for Big Mountain Resort to either:

1. Cut costs without changing current pricing model
2. Increase ticket pricing to their customers while maintaining value of their overall product?

Recommendation

After our analysis we recommend that Big Mountain Resort:

- Add an additional Run
- Increase the Vertical Drop by 150 ft
- Install an additional chair lift

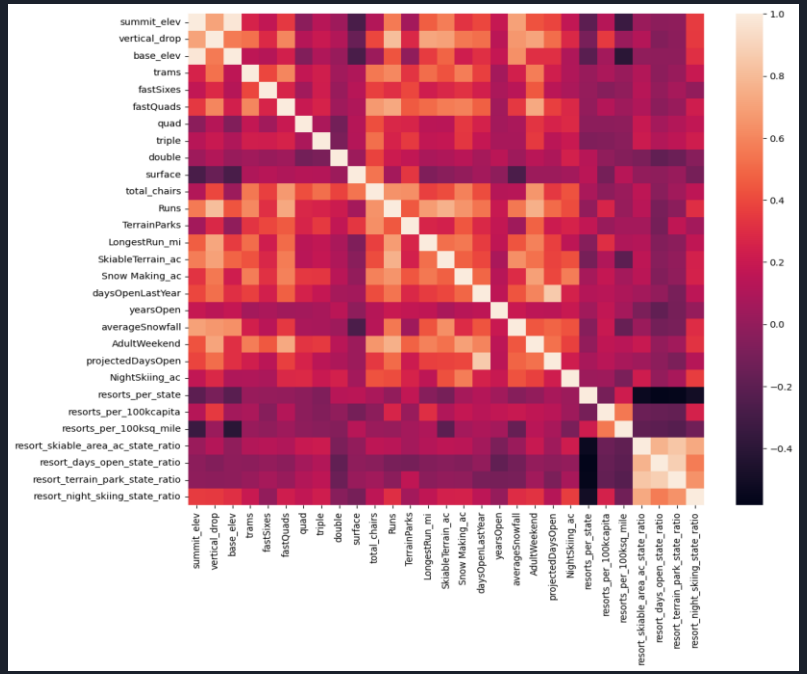
In doing so we can support an increase in overall ticket price increase of **$1.99/tkt,** combined with the expected visitors (350k) to show an estimated increased revenue of **$3.5M.**

Analysis Results and Findings

As the data provided was filtered, we started to see relationships between key features associated in the data. We then conducted further analyses using subgroups of these target features against ticket pricing.

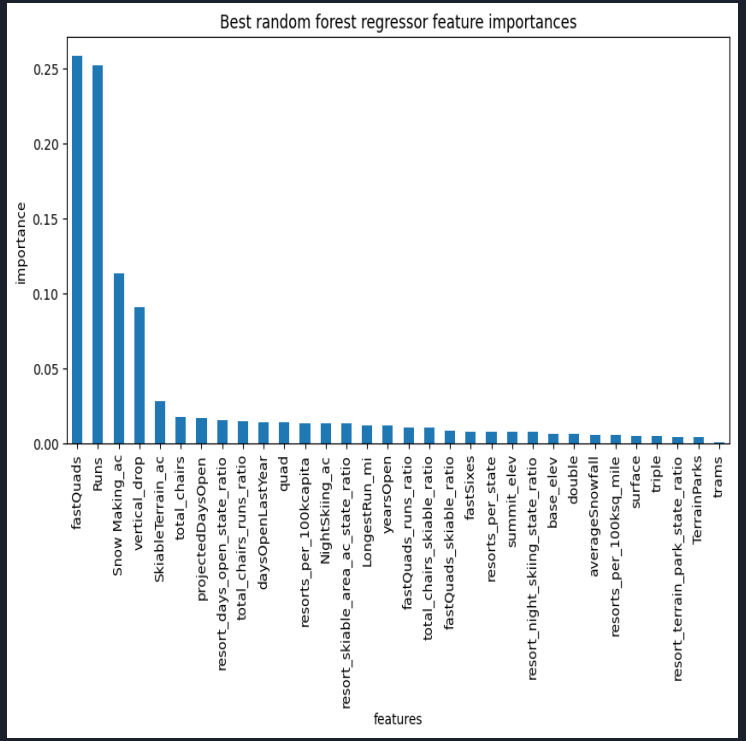
The most important features we used being:

- fastQuads
- Runs
- Snow Making_ac
- vertical_drop



Further Analysis

Using previous findings we then performed modeling tests on the new datasets and showed that now **fastQuads** and **Runs** are the optimal features that correlate with our ticket pricing key feature.



Scenario Performance and Review

We were able to conduct 4 plausible scenarios to solve our key problem statement.

Of these 4 scenarios two of them had no definitive outcome, while one other had no effect or a potentially negative one depending on how many Runs were closed.

The scenario chosen showed positive results and stayed within our margin of error, thus why it is our Recommended scenario.

Summary and Conclusion

It is with confidence that we can conclude the following:

- Even with the data provided we stand by the Recommended results

However:

- Should more data be acquired this could yield optimized results as well as any additional queries.

THANK YOU!