

Big Mountain Resort

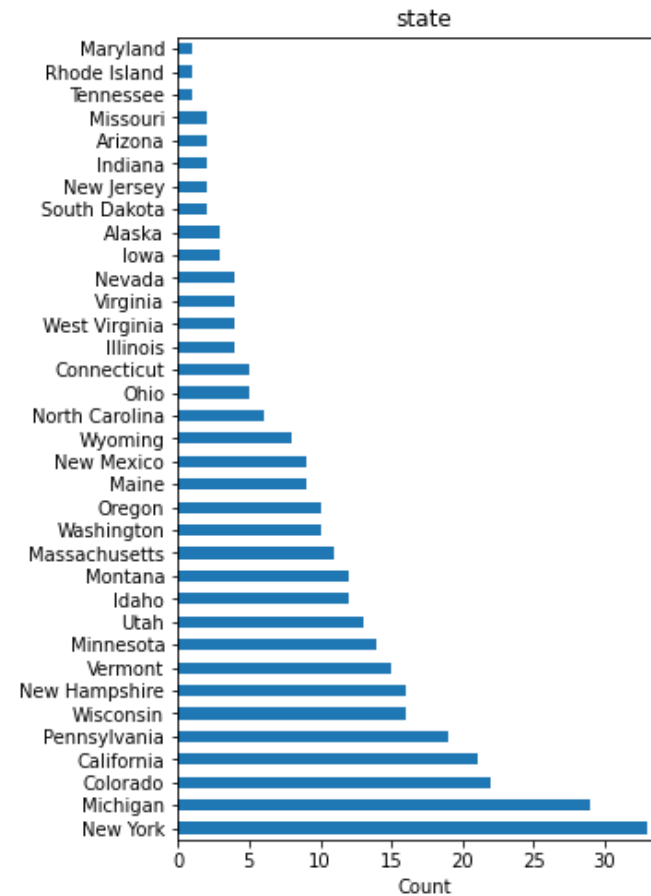
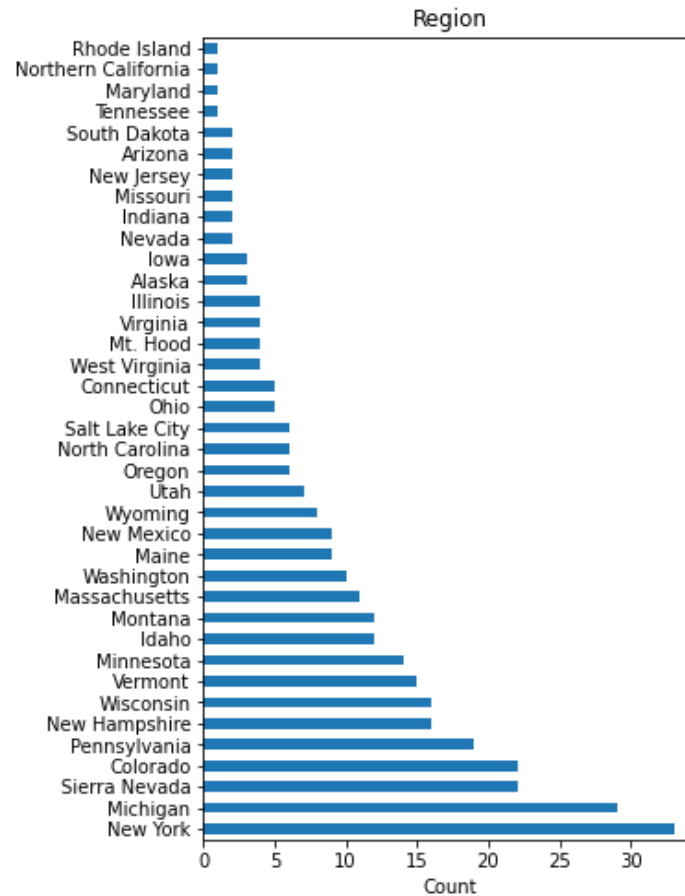
Objective

- To increase revenue of Big mountain ski Resort

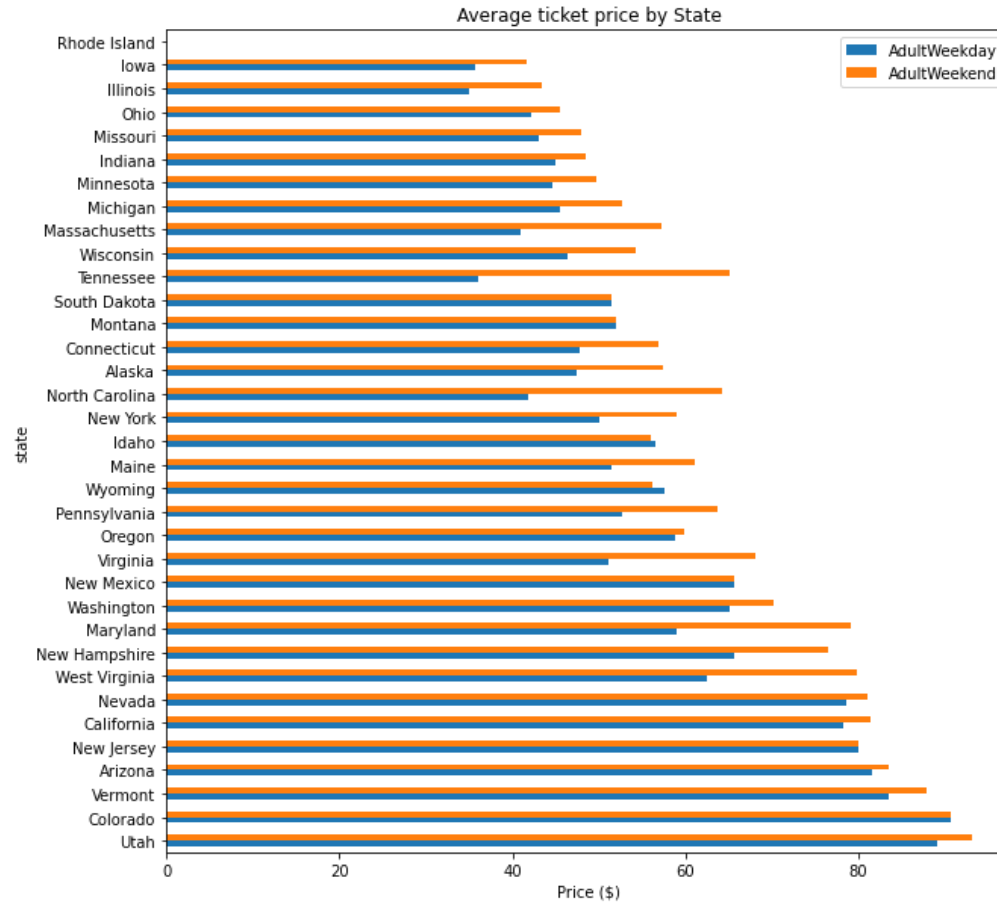
Data Wrangling

- Clean and explore the dataset
- Impute missing values

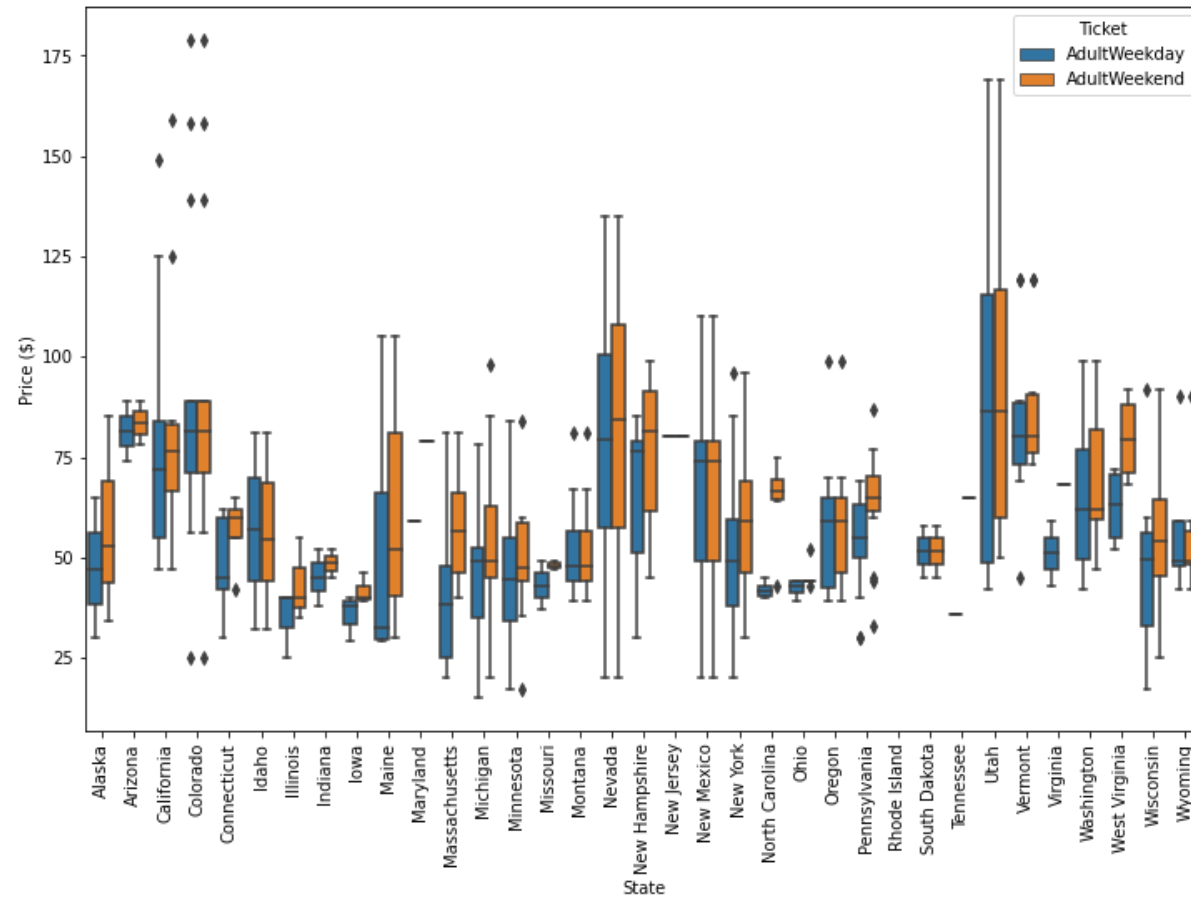
Comparing region vs State



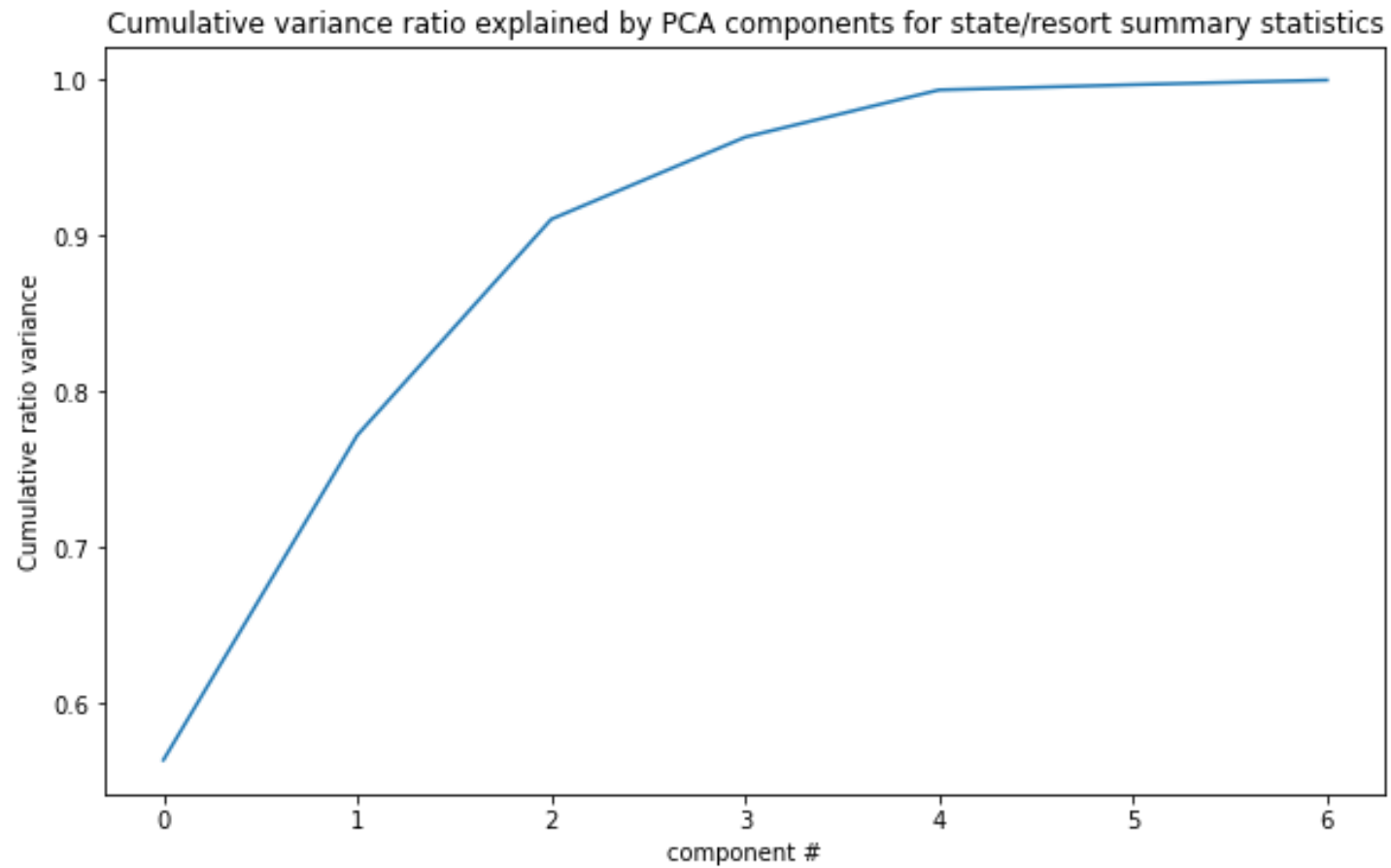
Average ticket price by state



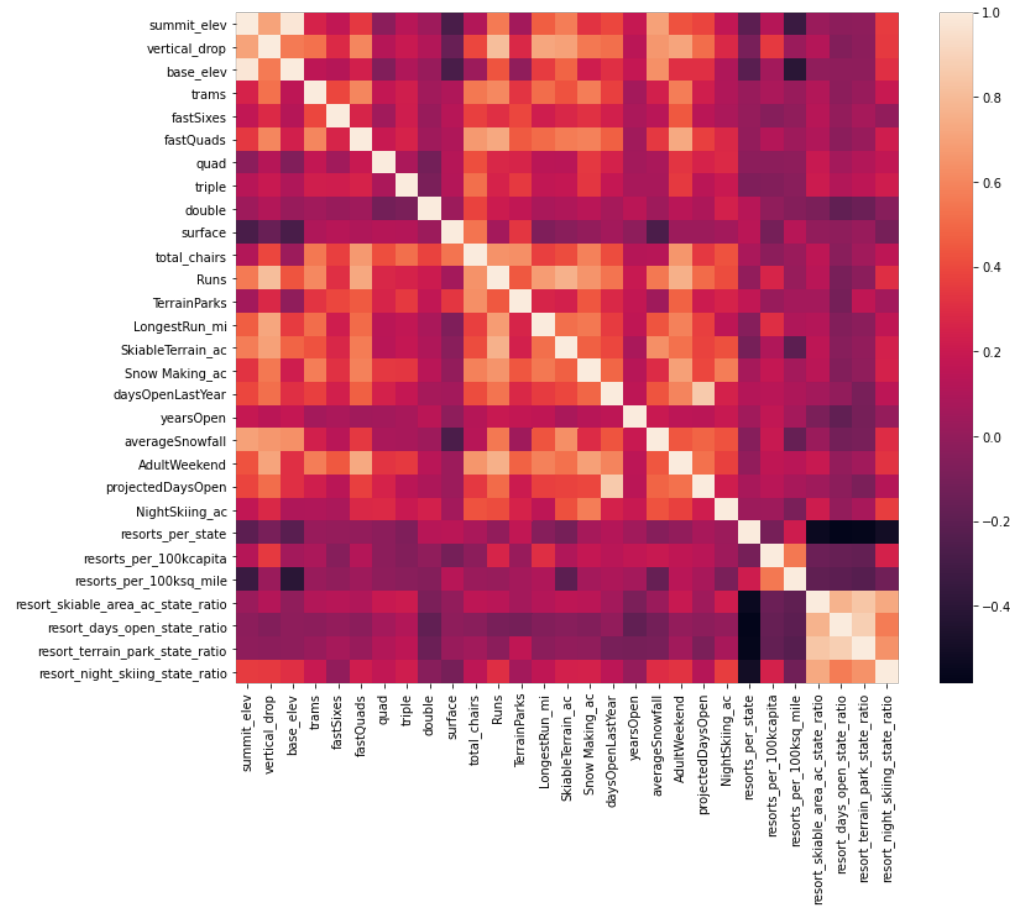
Distribution of weekday and weekend prices by state



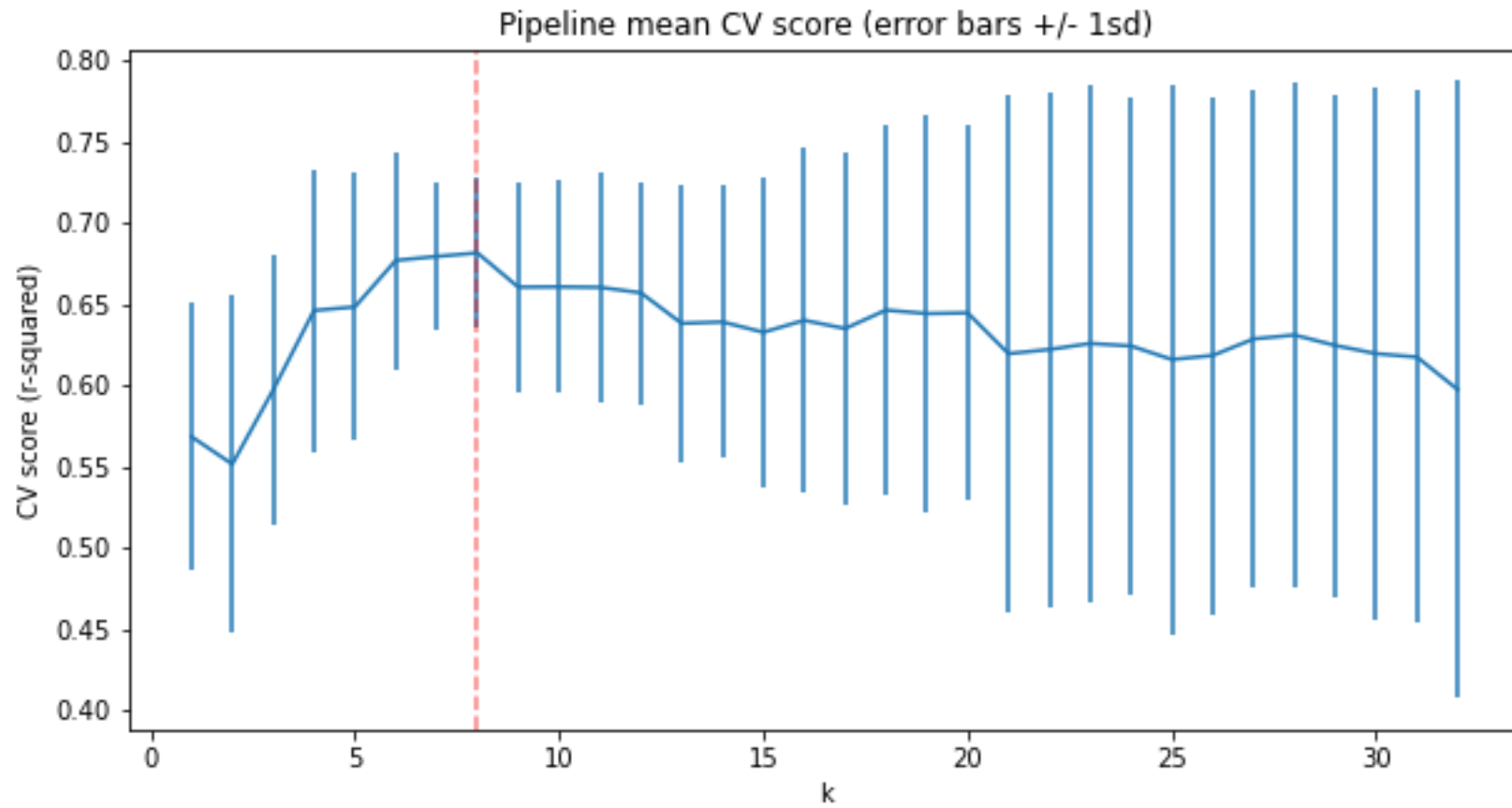
Principal Component Analysis



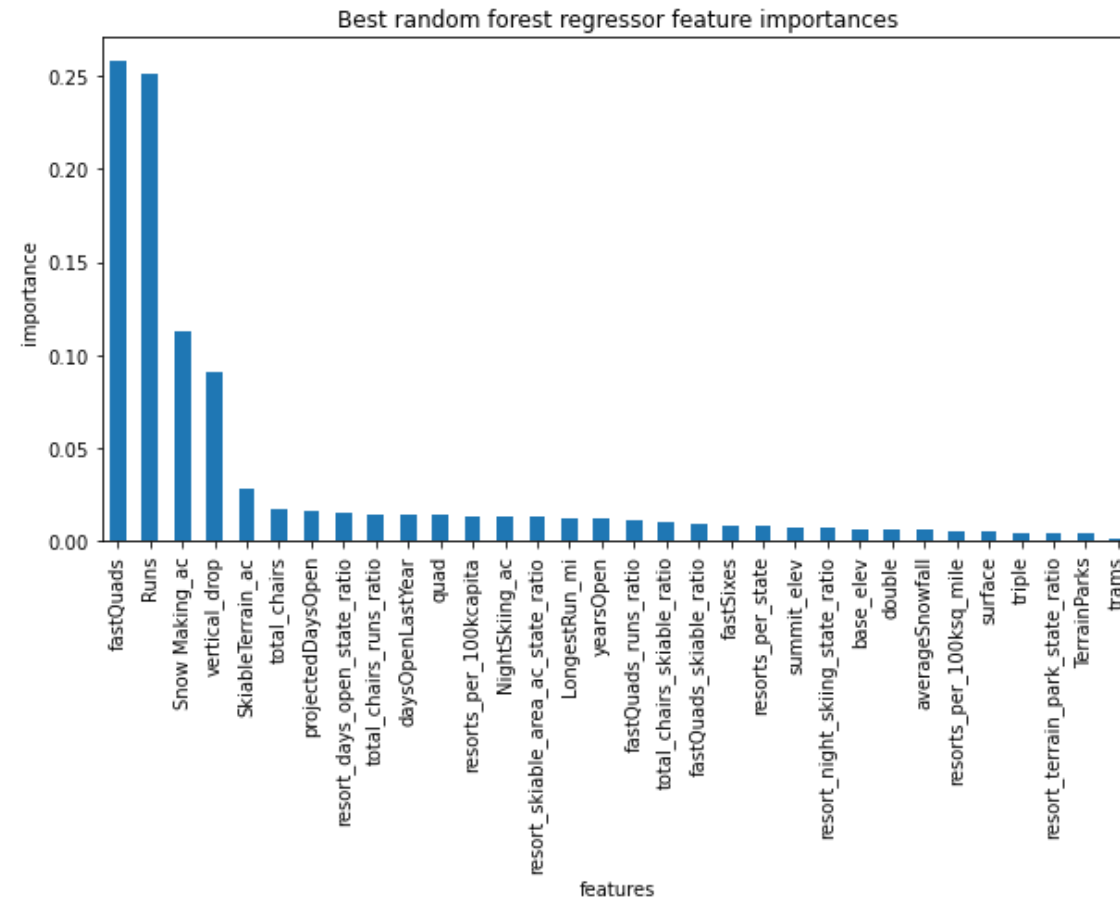
Correlation



Cross Validation



Feature importance using Random forest



Summary

The revenue will be highest if we add a run, increase the vertical drop by 150 ft, and install an additional chair lift. This increases the ticket price by 8.61\$ and the total revenue by \$15065471