Problem Statement Worksheet (Hypothesis Formation)

Define a reasonable ticket price based on market segment, resort facilities, and revenue generated

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1 Context

Big Mountain Resort is looking to create a more data driven strategy. By understanding more about the importance of the resort's facilities, competitor data, and ticket price, we can determine which facilities are most important to the consumer, while keeping our pricing structure the same or higher.

2 Criteria for success

Breaking down facility data and suggesting a new ticket price.

3 Scope of solution space

Comparing offerings of other resorts within our market segment To our features and facilities and identifying a structured approach to ticket prices based off market average and market data

4 Constraints within solution space

Changing or removing facilties.

Understanding competitors ticket prices and how it impacts their revenue.

Accuracy of data provided by Database manger.

5 Stakeholders to provide key insight

Jimmy BlackBurn – Director of Operations
Alesha Eisen – Database Manager

6 Key data sources

CSV File from Alesha