

BIG MOUNTAIN RESORT PRICING STRATEGY

OLUWATOBA S OYEKANMI

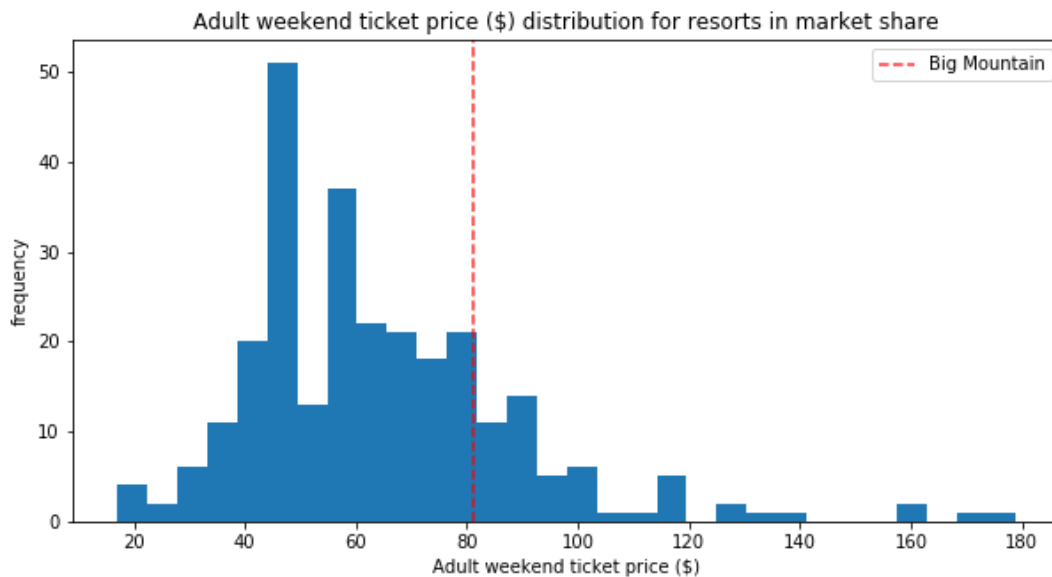


Introduction

Big Mountain Resort is a ski resort located in Montana that receives 350,000 visitors annually and offers spectacular views of glaciers National Park and Flathead Forest, with access to 105 trails among several other world class facilities. However BMR pricing strategy does not match its facilities and limits investments. In response, the management has decided to take a data-driven approach to its pricing structure.

Findings of Study

The data used to arrive at pricing strategy is based only on its competitors and we know Big Mountain charges \$81 per adult currently. The analysis was done [here](#) using python pandas and jupyter notebooks. The current ticket price distribution is given below:



Exploratory Data analysis reveals the following:

- Only a few resorts had greater *vertical drops*
- Big Mountain is high up the league table of *snowmaking area*
- Big Mountain has amongst the highest number of *total chairs*
- Most Resorts have no *fast quad* but Big Mountain has 3
- Big Mountain ranks high on number of *runs* and owns the longest
- The vast majority of resorts, including Big Mountain has no *trams*
- Big Mountain holds one of the largest *skiable terrain*

Without any doubts, Big Mountain ranks high among its competitors. Based on the current market, our model suggests BMR's prices are underpriced and the actual ticket price is \$94.22.

Future Works

The revenue and operating cost data of competitors dataset to predict ticket prices more accurately.