Big Mountain Presentation

Yaw Asamoah

Problem Identification

This project aims to develop a pricing model for ski resort tickets at Big Mountain to maximize returns.

Our goal is to build a predictive model that accurately prices tickets based on the available facilities at the resorts.

Recommendation & Key Findings

1) Raise prices from $81 to $93.73 (We are underpriced!)
2) Enhance marketing efforts and brand perception
3) Close runs during off-peak periods and monitor customer feedback

Modeling Results & Insights

Model	Mean Absolute Error (deviation between actual & predicted values)	R^2 (predictive power)
Linear Regression	11.8	63.7%
Random Forest	**9.5**	**70.6%**

Summary & Conclusion

- With the model in place, the predicted ticket price was $93.73, compared to the current price of $81. This suggests that prices should be increased. To support this we should do the following:

- 1) Enhance marketing efforts
2) Increase brand perception to justify the higher price
3) Close certain runs during off-peak periods and monitoring customer feedback could provide further insights

5.8.1 Ticket price

Look at where Big Mountain sits overall amongst all resorts for price and for just other resorts in Montana.

```
plot_compare('AdultWeekend', 'Adult weekend ticket price ($)')
```