

Big Mountain Resort

Presentation

Problem Identification:

- Maintaining revenue after an additional chair lift was added to the resort to carry skiers throughout the resort.
- Analyze additional operational costs

How do we increase revenue with this new financial strain?

Recommendations and key findings:

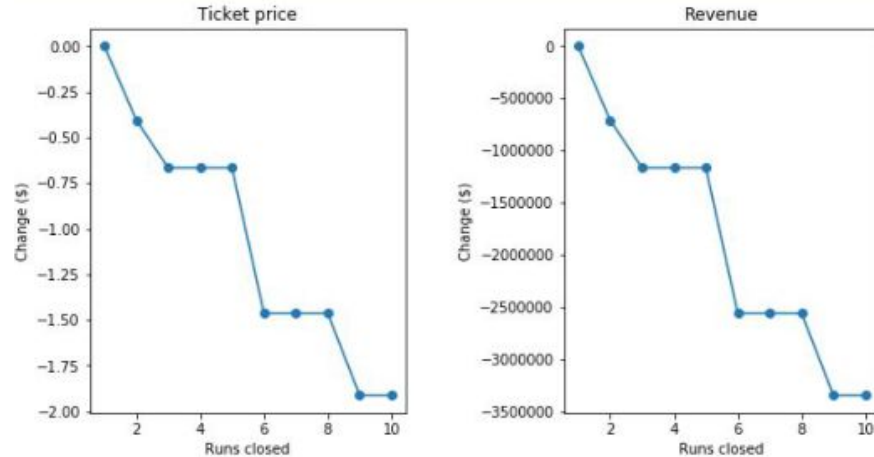
1. Strong correlation with ticket pricing identified:
 - Fast quads
 - Snow making_AC
 - Runs
 - Night skiing Ratio.

Random forest model price adjusted (increased) based on facilities.

Modeling Result and Analysis

The price should be adjusted from \$81 to 85, and monitor the increase revenue.

-Closing up to 5 runs will not affect revenue as much, but will help to reduce operation cost.



Summary and Conclusion

Big Mountain resort offers many attraction that makes it a popular skii resort. Although adding additional chair lifts can increase operation cost, after proper evaluation of overall budget, it is worth adding amenities to attract more customers.

Any additional amenities will for sure increase quality for Big Mountain Resort.