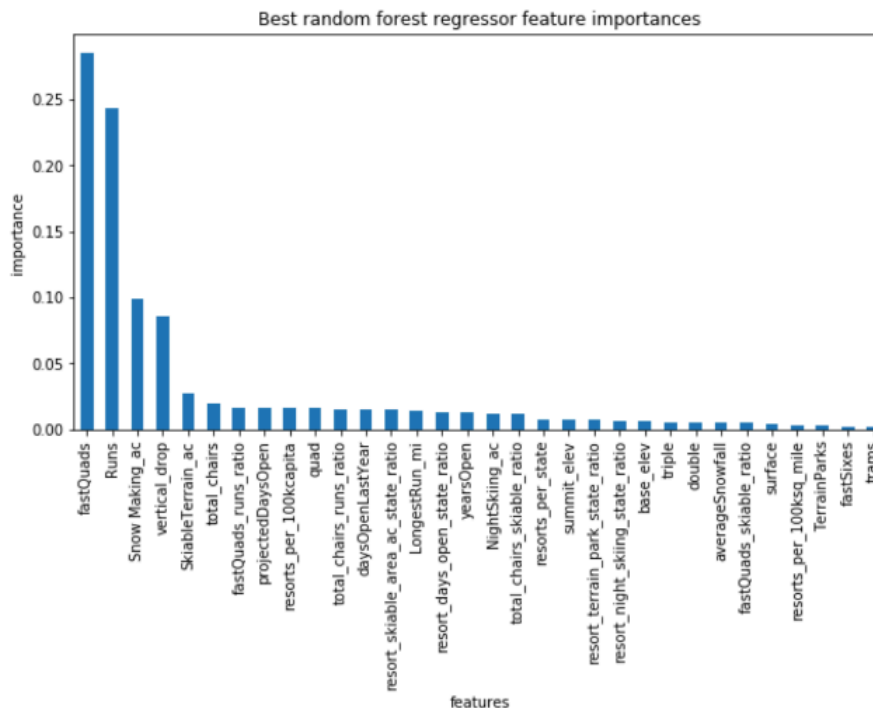


Big mountain reports is a ski resort that recently added a new chair lift and the task at hand was to see ticket prices could be adjusted to the cost and maintenance of this new equipment. The goal is to invest in this chair lift without affecting revenue by cutting down cost, adjusting prices based on the market to ultimately bring higher revenue.

Ski resort data was provided from the entire country, to recognize trends in ticket pricing, adjusted to busy and non-busy days, and having special sales for the slower days to increase revenue on those days. The following chart shows the features of the parks that are most important, allowing an adjustment:



This data was closely analyzed and in conclusion, the ticket prices were adjusted to be higher than before due to Big Mountains main attraction: the vertical drop. To avoid increased maintenance cost close to 5 runs a day can be closed to avoid dropping revenue, as seen in the chart below.

