

A decorative graphic on the left side of the slide. It consists of two overlapping parallelograms: a blue one in the foreground and a light green one behind it. Both shapes are oriented diagonally, with their longer sides running from the top-left towards the bottom-right. The background of the entire slide is a dark navy blue with subtle, lighter blue diagonal stripes.

# Guided Capstone Slide Deck

Ashley Kim

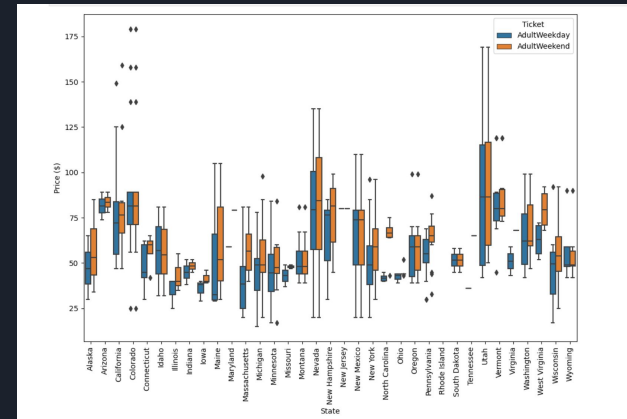
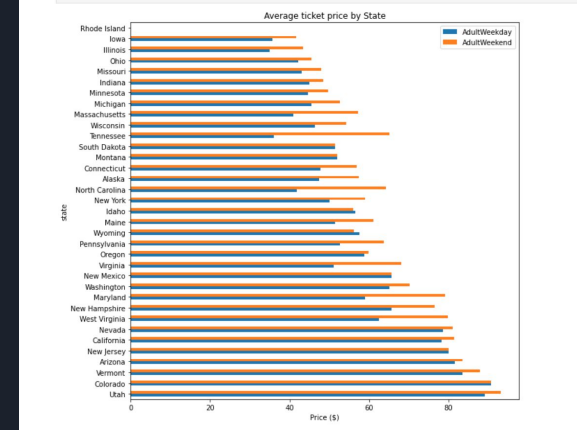


# Problem Identification

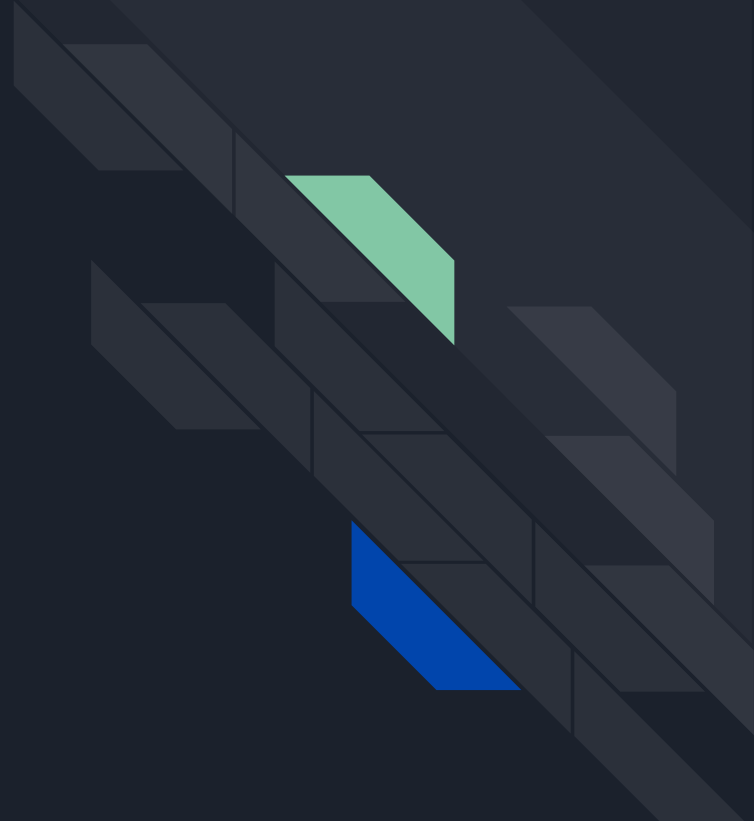
- Big Mountain Ski Resort
  - great views and services for skiers and riders of all levels
- Additional chair lift installed
  - Increased operating costs by \$1.5 million this season
- Problem:
  - Need to accommodate for this increase and ensure continuous and significant profit
- Possible solutions:
  - Capitalize on its facilities to support the increase in ticket prices
  - Lower operating costs by making adjustments to the number of facilities at the resort that won't affect overall profit

# Recommendation and key findings

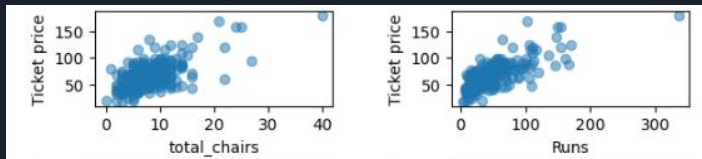
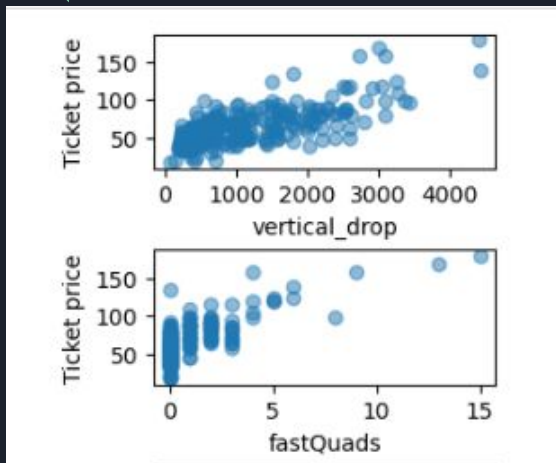
- Maximize returns based on where Big Mountain Resort stands in the market
- Come up with a pricing model for ski resort tickets in the market segment
- Pricing model will be built based on:
  - Which facilities are favored most by visitors
  - Number of facilities at each resort
- Most ticket prices ranged from \$25 to \$100
- Predict the adult weekend ticket price for ski resorts
- Some features to focus on:
  - fastQuads, Runs, SnowMaking\_ac, and vertical\_drop



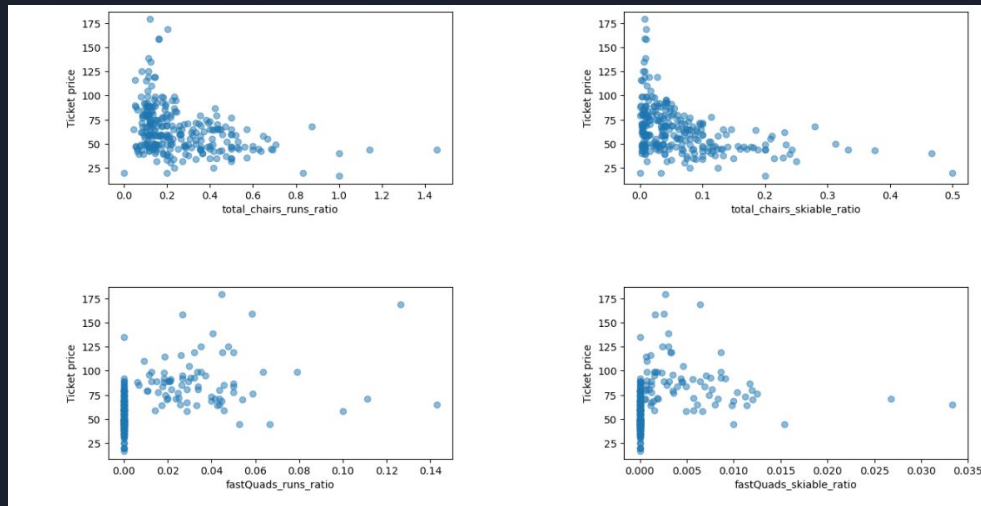
# Modeling results and analysis



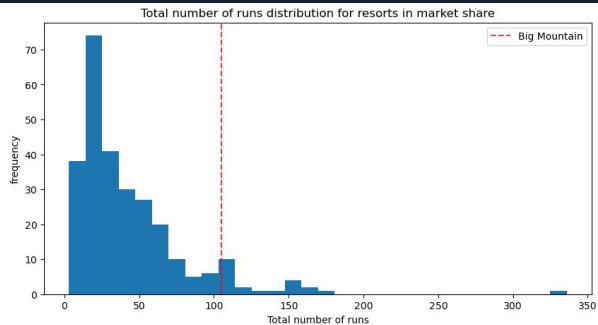
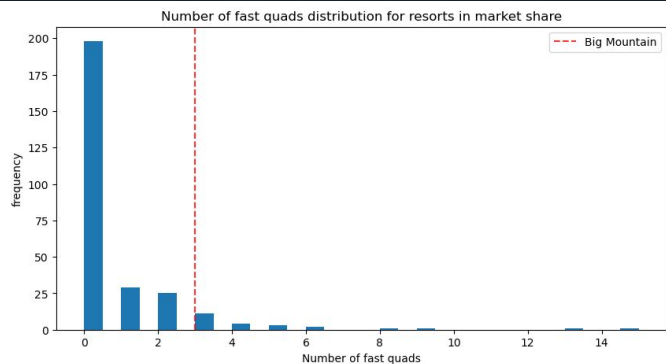
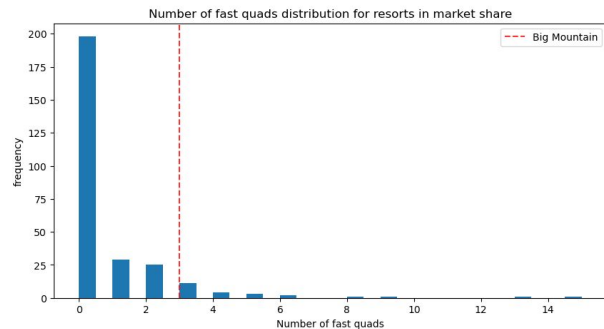
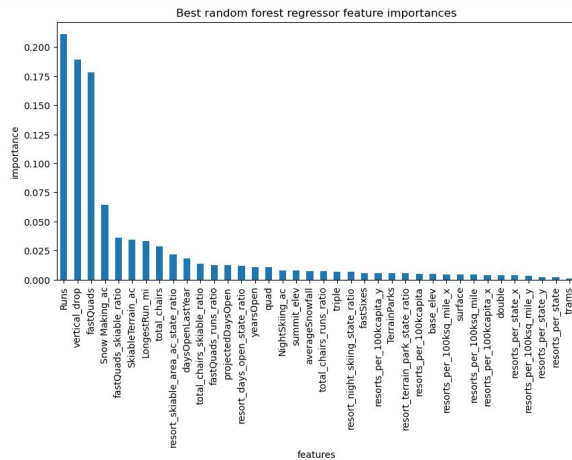
Features vs ticket price:  
- Positive correlation



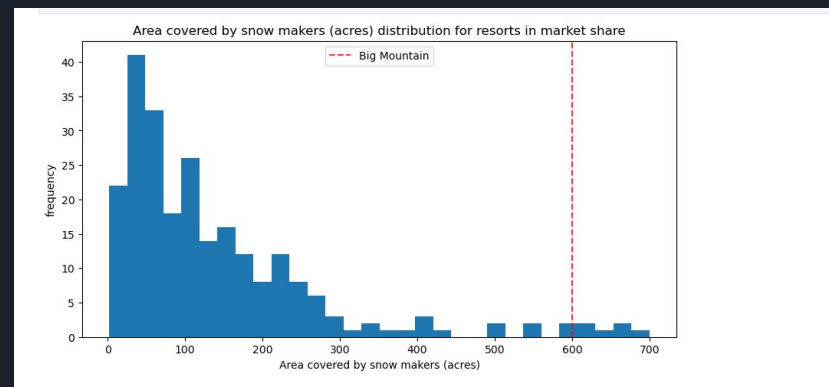
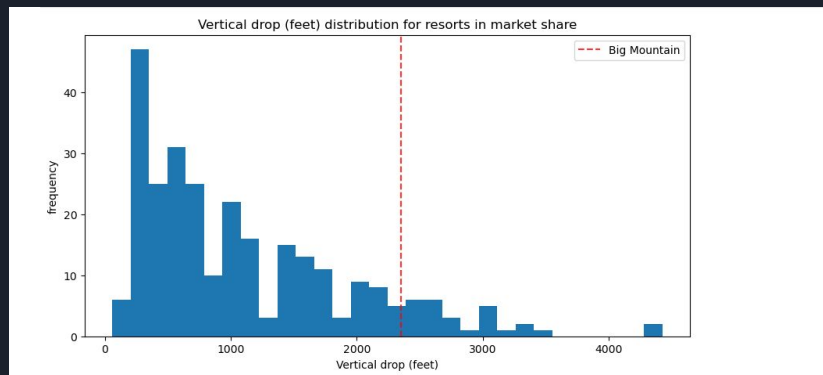
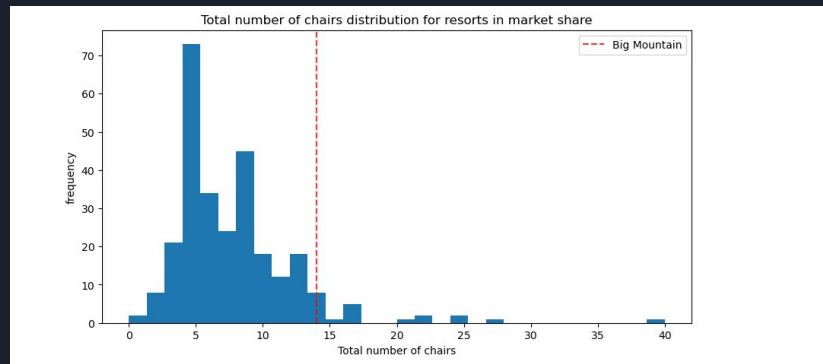
Feature ratios vs ticket price



Most important features: Runs, vertical\_drop, fastQuads, total\_chairs



Analysis: Big Mountain Resort is shown on the higher end of the market for each feature



# Summary and conclusion

- Big Mountain Resort currently charges \$81 for their adult weekend ticket prices
- Model suggests that the ticket price should be \$92.29
  - Room to increase from the current actual ticket price
- Big Mountain ticket prices are higher than the majority of resorts
  - But, still a good number of other resorts that carry higher ticket prices
- Future improvement:
  - Closing down 2-3 runs does reduce support for ticket price and revenue slightly, but it is not a detrimental decrease
  - Closing down 4 to 5 runs makes no difference in ticket prices and revenue in comparison to closing down 3 runs
  - Cons: Can slightly affect the ticket price and revenue negatively
  - Pros: Can reduce operating costs on the runs, may not need to raise ticket prices significantly to account for high operating costs

