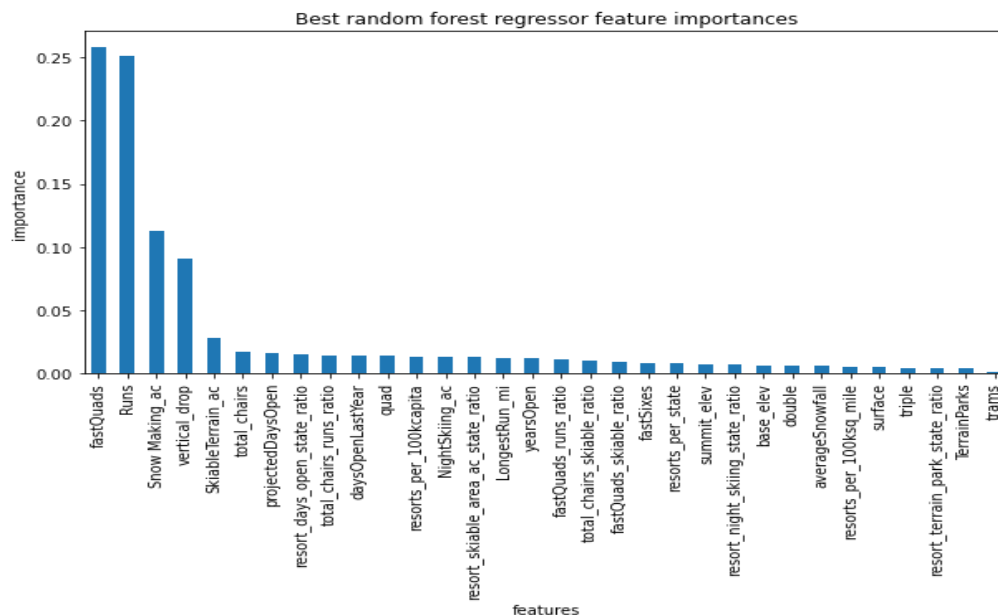


Big Mountain Resort is currently charging \$81 for adult weekend tickets. BMR is strangling their revenue by charging so little for weekend tickets. At first glance, a raise in weekend ticket prices may seem counterintuitive, BMR already charges the most per weekend ticket in Montana.

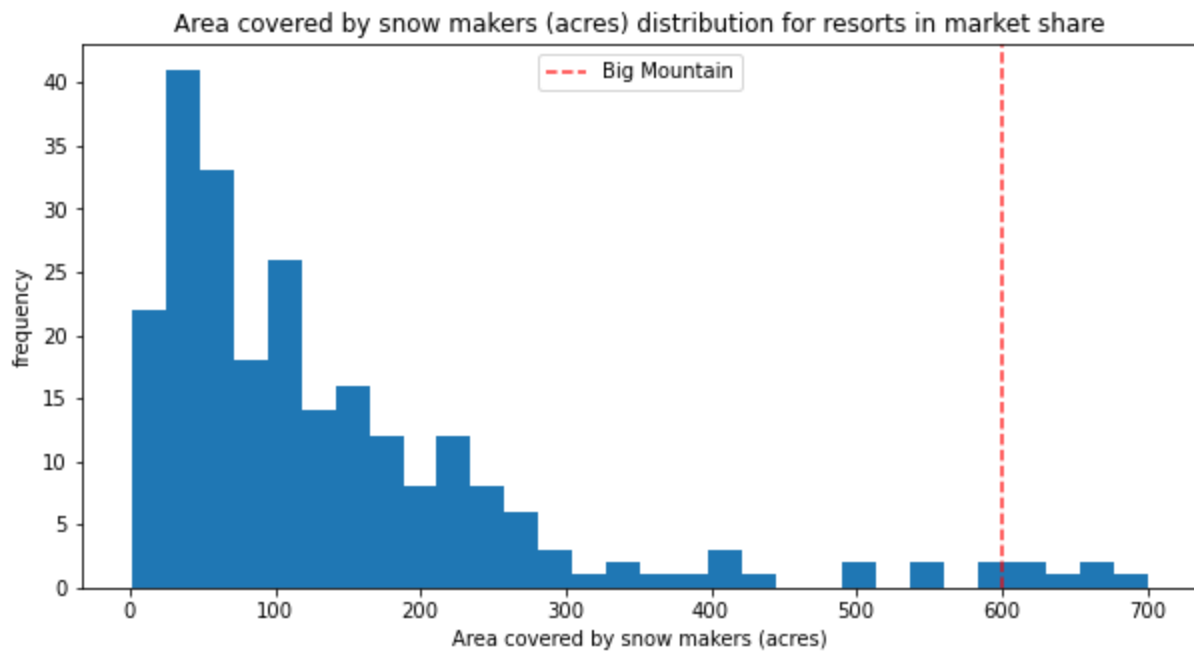


BMR can get away with a significant increase in ticket prices because of the popular features the resort has.

The random forest regressor provided a bar graph of the features that are well correlated to ticket price. As you can see, customers value fastQuads, more runs, guaranteed snow, and the amazing vertical drop the most in a ski resort. A resort that boasts these features would benefit from a slight increase to ticket price.



Compared to the other resorts in the data set, BMR consistently ranks high in regards to number of features/units.



For example, BMR boasts a healthy amount of artificial snow that is valued by customers. With all that established, the BMR's modeled price for an adult weekend ticket is \$95.87. The model gave an expected mean absolute error of \$10.39, which provides extra room for an increase.

In my opinion, scenario 3 is BMR's best option. This scenario involves adding a run, increasing the vertical drop by 150 feet, adding another chair lift, and adding 2 acres of snow making.

This scenario increases support for ticket price by \$9.90, and can be expected to amount to \$17,322,717 over the course of the season.