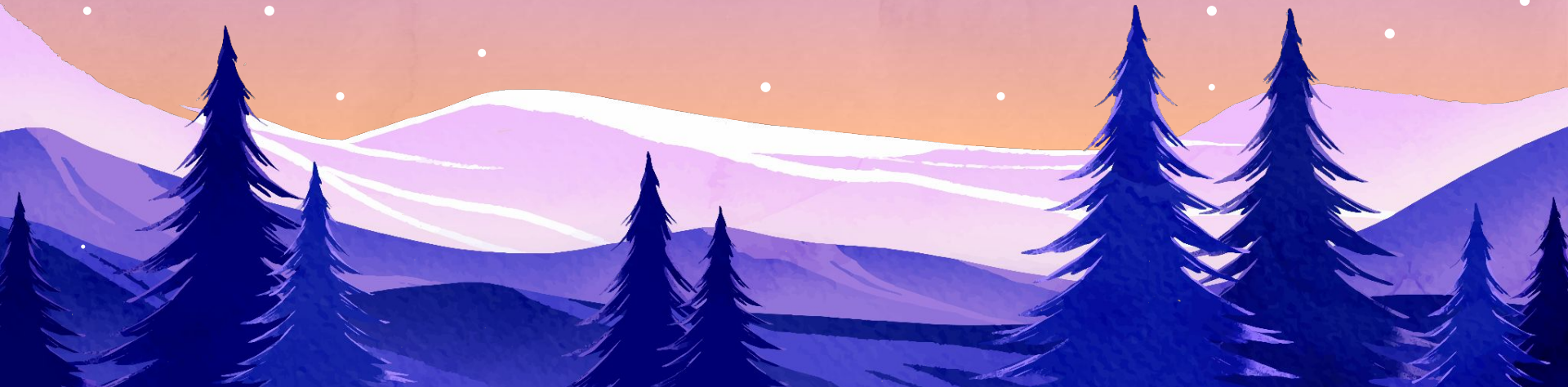


# Ticket Prices for Big Mountain Resort

A data-driven business approach



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# Current Status

\$81

Ticket Price

3.3 miles

Longest Run

105

Number of Runs



3

Number of Fast Quads

2353 feet

Vertical Drop

600 acres

Snow Making Coverage



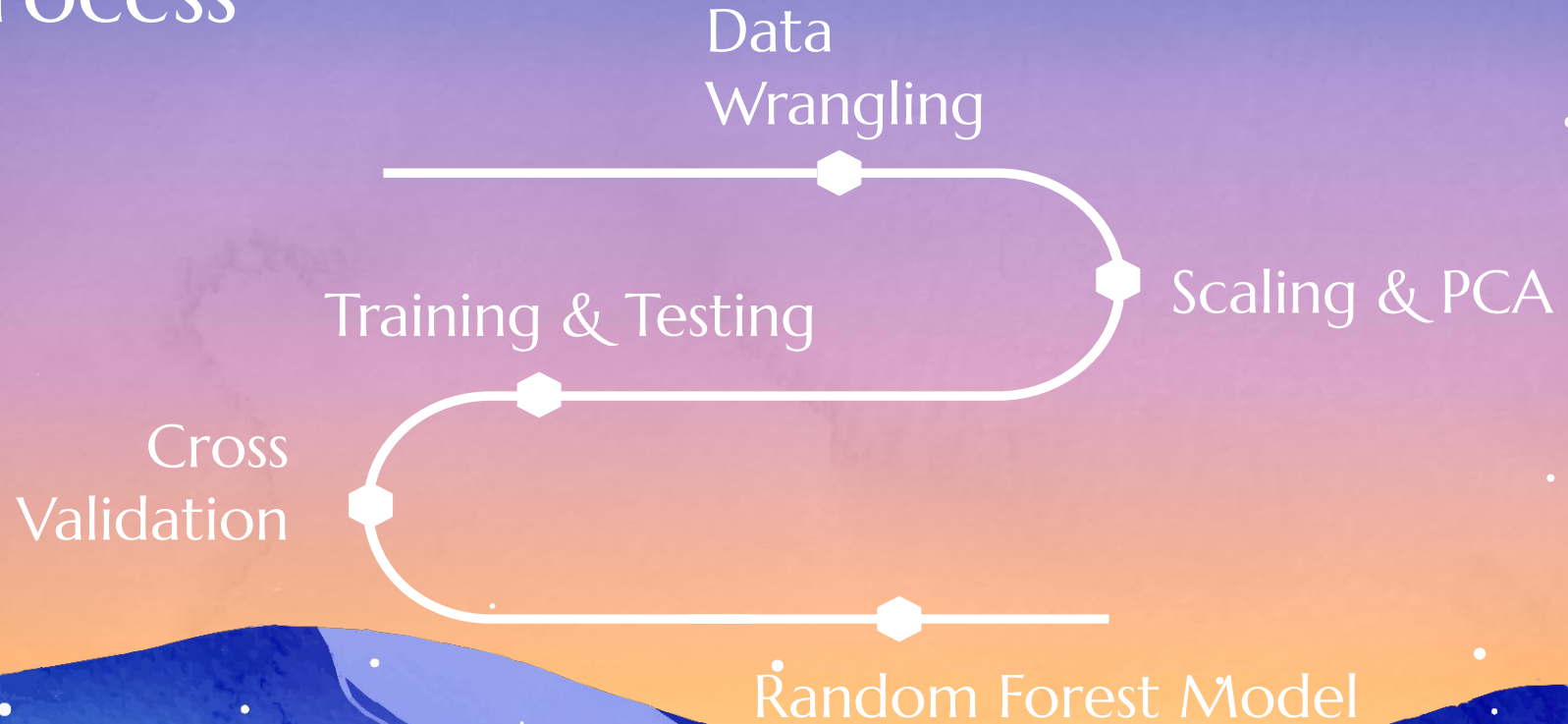


# Recommendation

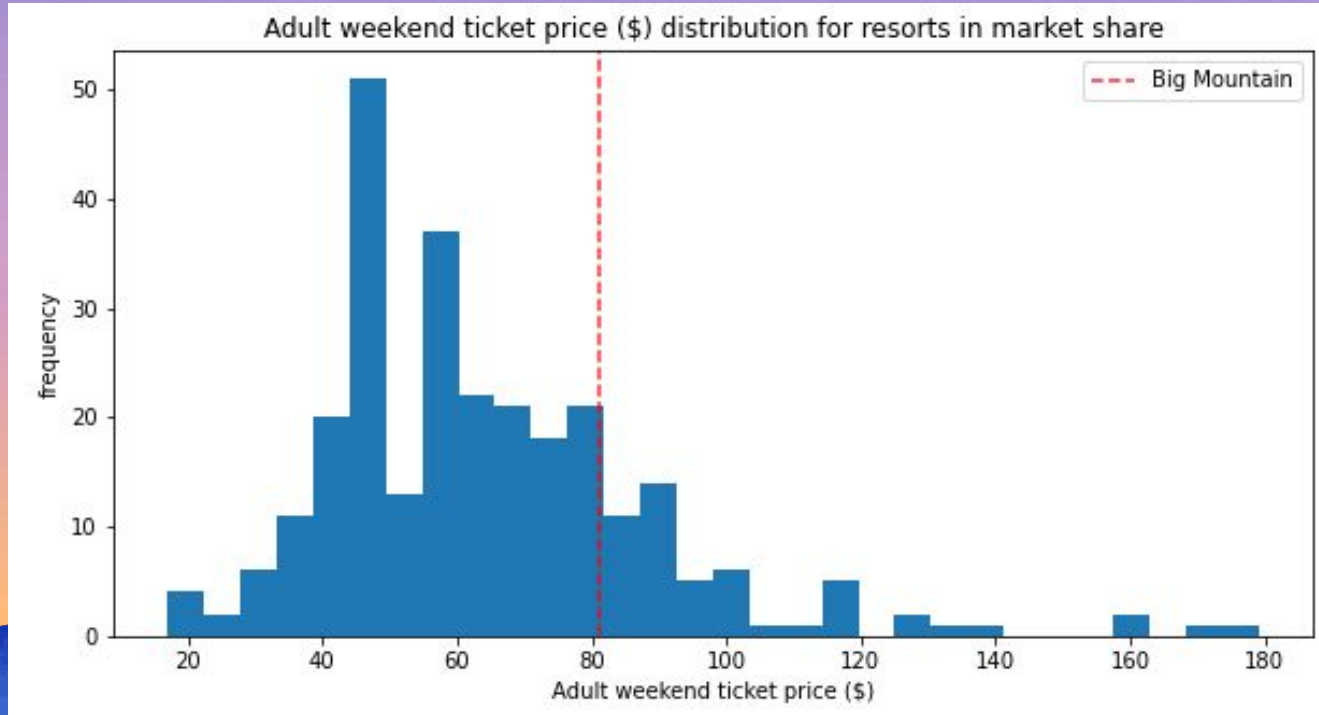
1. Increase ticket price to \$95
2. Add a run and lift to increase the vertical drop by 150 ft
3. Test close one run
4. Monitor results



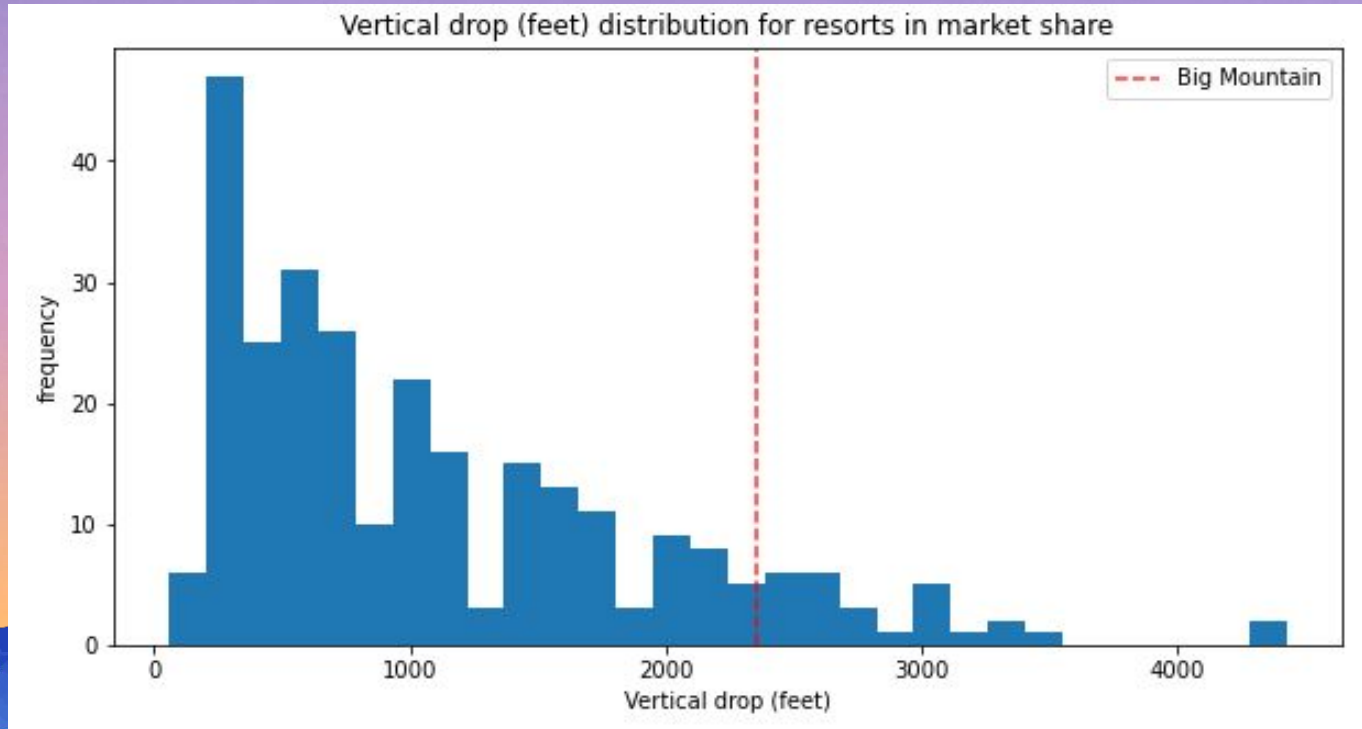
# Process



# Results



# Results





# Key Features



Fast Quads



Runs

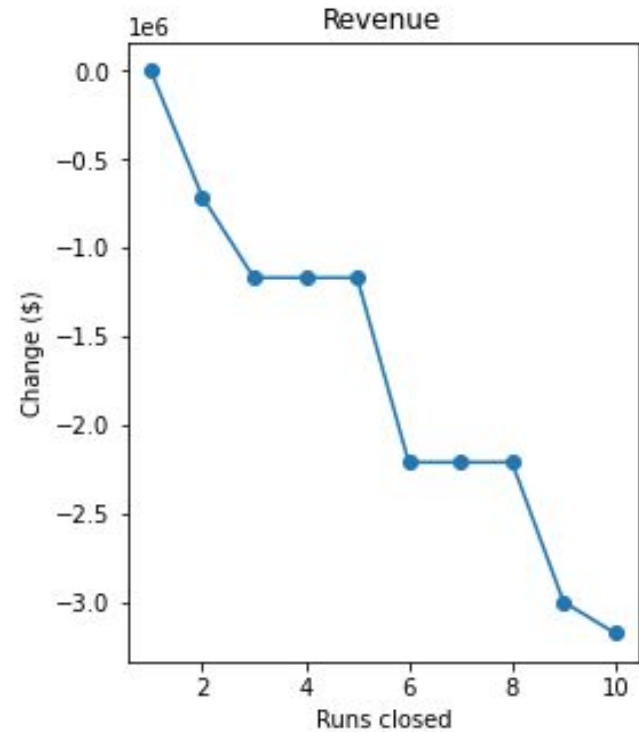
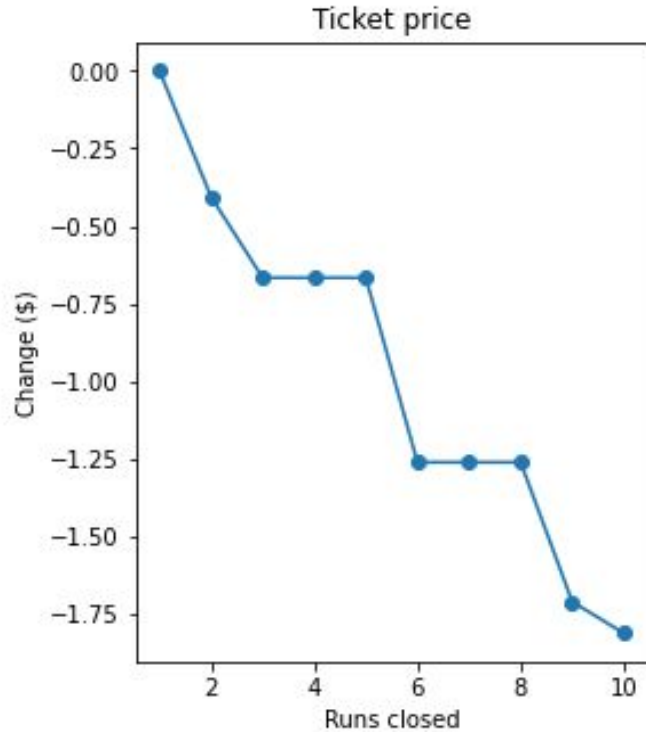


Snow Making



Vertical Drop

# Results



# Summary

- Big Mountain Resort should have a price of \$95, even with the expected mean absolute error of \$10.
- Increasing the vertical drop by 150 feet and installing an additional chair lift (without additional snow making coverage) is worth an increase of \$2 / ticket.
  - Over the season, this would be an approximate increase of \$3,474,638 in revenue (assuming each visitor buys 5 day tickets).
  - If the ski lift has an operating cost of \$1,540,000 per season, there would still be close to \$2,000,000 in profit.
- Neither adding in additional snow making coverage, nor increasing the longest run, make a difference in ticket price.
- Collecting more data on operating costs, guests, and other resort features would be helpful.

# Thanks

Do you have any questions?

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All slides, notebooks, functions, and models are  
available for future use.



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