

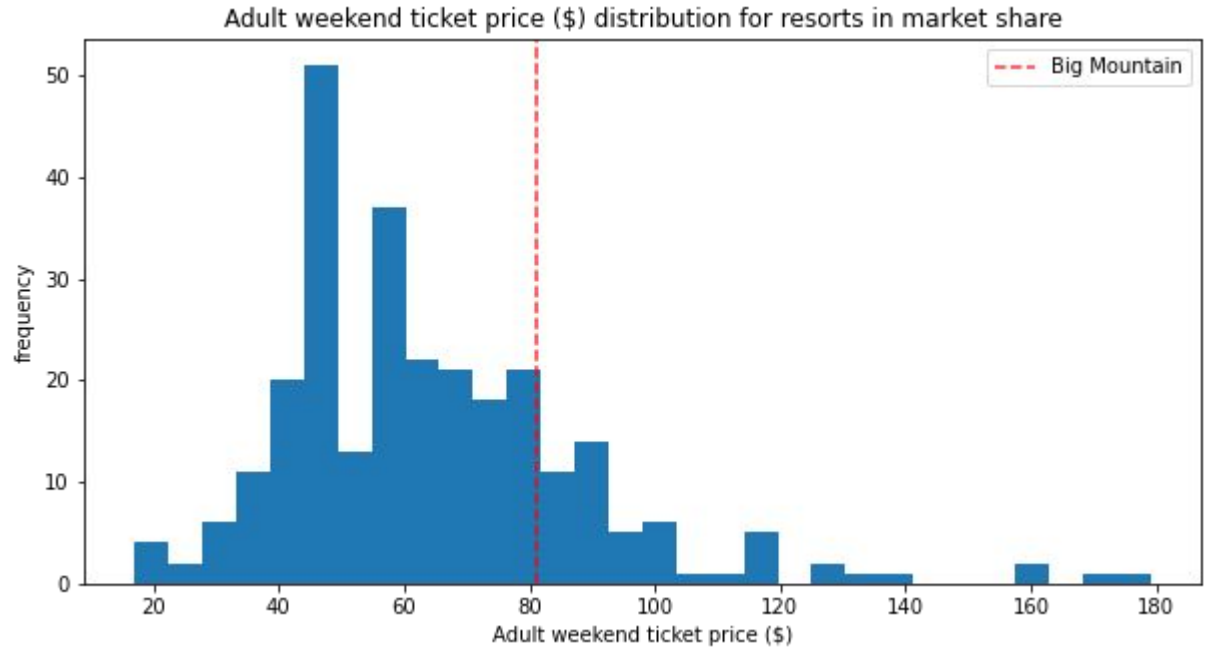
Ticket Price at Big Mountain Resort

Big Mountain is charging a very modest price in tandem with what they offer when compared to the rest of the market



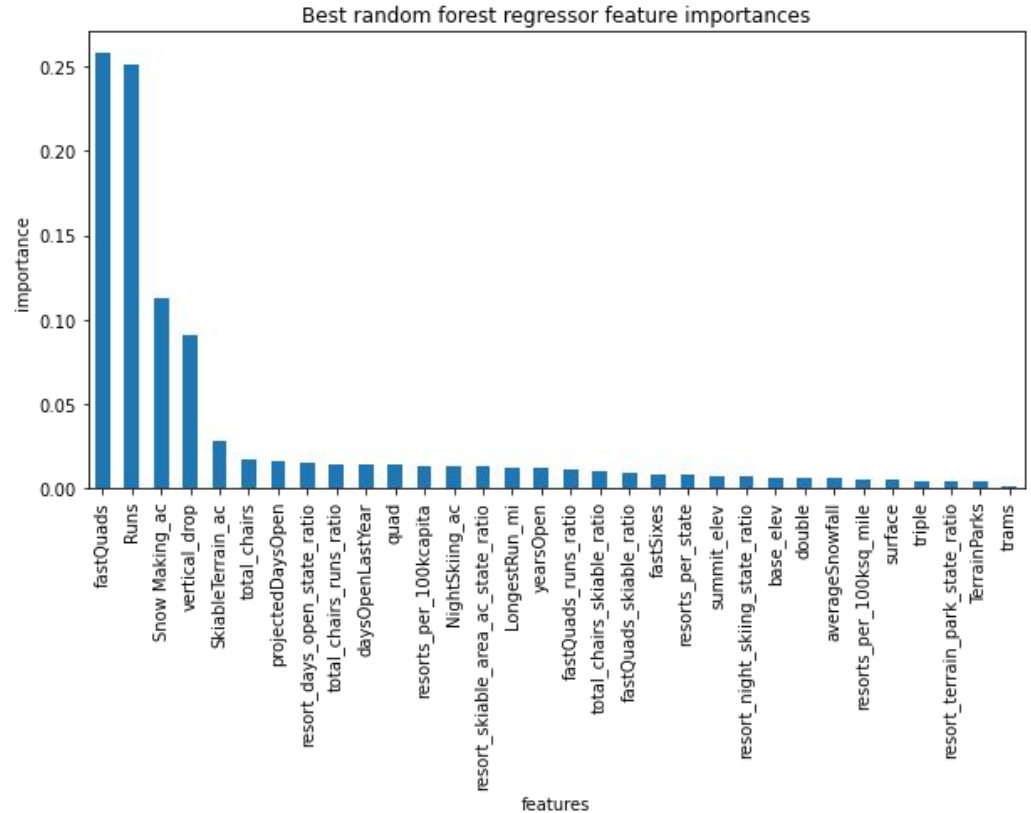
A New Ticket Price

- Big Mountain's modelled ticket price is \$95.87
- Big Mountain should immediately increase their Adult Weekend Ticket Price from \$81 to \$85

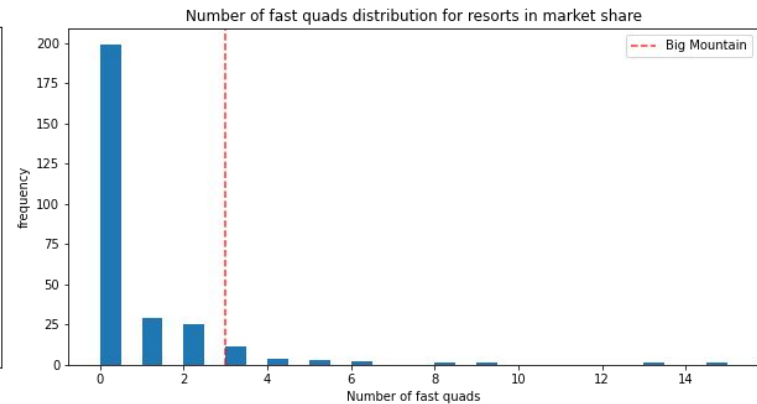
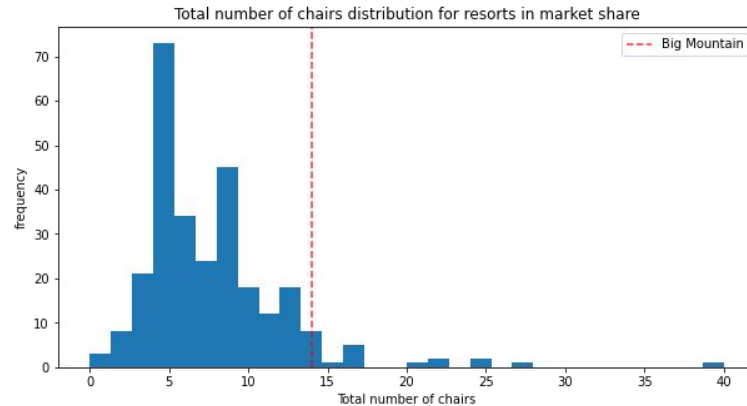
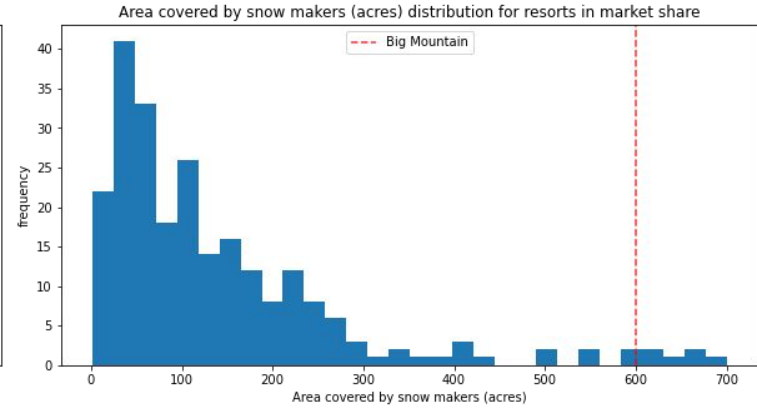
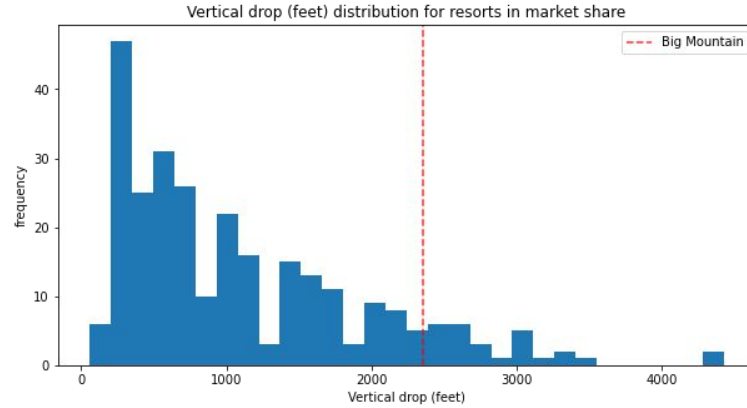


What is important in a Ski Resort?

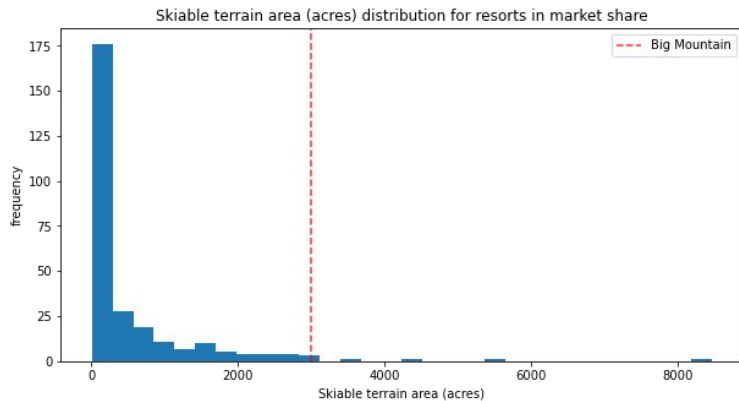
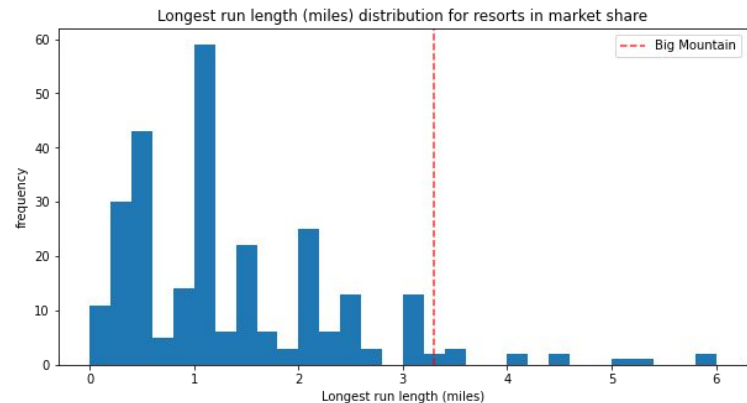
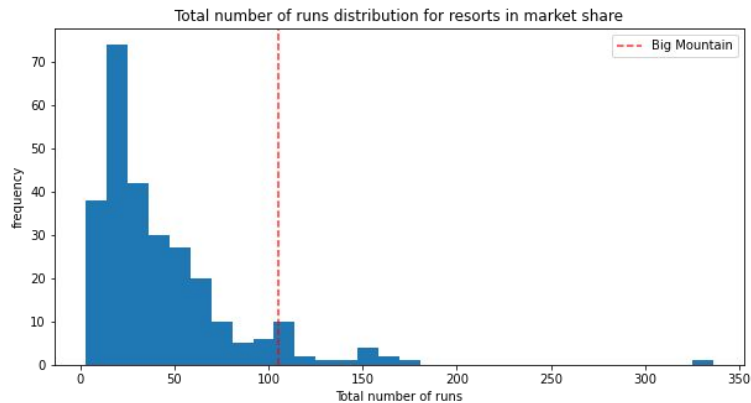
This random forest regression model shows which features have the biggest effect on the Adult Weekend Ticket Price



How much does Big Mountain offer?



How big is Big Mountain?



In Conclusion

- Compared to other resorts in this country, Big Mountain is among the best
- Big Mountain can afford to charge a higher ticket price without worrying about losing business
- Big Mountain should keep an eye on how that affects business while considering another ticket price increase in the future