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***Guided Capstone Project Report***

After modelling the data and doing exploratory analysis of Big Mountain Resort, the following high level conclusions can be drawn:

1. In terms of Market context(that is Big Mountain Resort compared to other resorts):
   1. Big Mountain offers a middle of the range ticket price in terms of the overall US market which gives it a competitive advantage:

Chart, histogram

Description automatically generated

* 1. In the state of Colorado though, it offers the highest prices:

Chart, bar chart

Description automatically generated

* 1. Compared to other resorts, Big Mountain offers the best features in terms of vertical drop, snow making area, total number of chairs, total number of runs, longest run, and skiable terrain:

Chart

Description automatically generated with medium confidence

Chart, histogram

Description automatically generated

Chart, histogram

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Chart, histogram

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Chart, histogram

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Chart, histogram

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* 1. In terms of closing down under utilized runs to save on operating costs, the model suggests that Big Mountain can close at most 5 of its run without it impacting ticket prices and revenue:

Chart, line chart

Description automatically generated

* 1. Scenarios for ticket price increases:
     1. Scenario 1: increasing vertical drop by 150 ft. and adding one additional chair supports a ticket price increase of $8.70
     2. Scenario 2: increasing vertical drop by 150 ft., adding one additional chair, and adding 2 more acres of snow supports a ticket price increase of $10.62