Problem Statement Worksheet (Hypothesis Formation)

What is optimal price for Big Mountain Ski Resort ticket by minimizing operating cost for next year?

H

1 Context

Big Mountain Resorts is a ski resort located in Montana. They have spent additional $1.54M on the operating costs for this season. They want to investigate the optimal ticket pricing strategy by either cut cost without undermining the ticket price or an even higher ticket price to reach a 9.2% profit margin on their investment over the next year. This means that we need to generate an additional $1.7M in revenue over this timeframe.

2 Criteria for success

Identify the optimal ticket price that can generate an additional $1.7M in revenue in next year

3 Scope of solution space

Analyze to find optimal ticket price for Big Mountain Resort in Montana

4 Constraints within solution space

-Accessing to the proper data sources (CSV file contains 330 ski resorts, volume of data)
-Data Volume which is 330 ski resorts, are slightly less

5 Stakeholders to provide key insight

-Jimmy Blackburn (Director of Operations)
-Alesha Eisen (Database Manager)

6 Key data sources

-CSV file (ski resorts facility information which contains name, location, summit mountin elevation, number of fast chairs, etc)