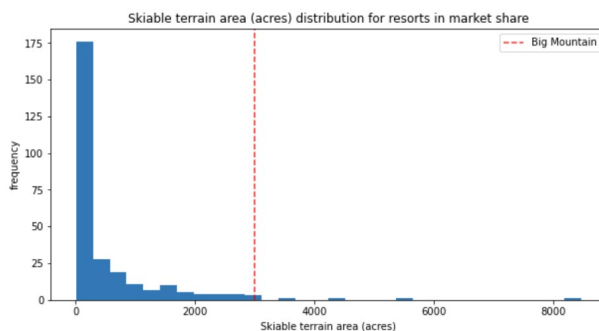
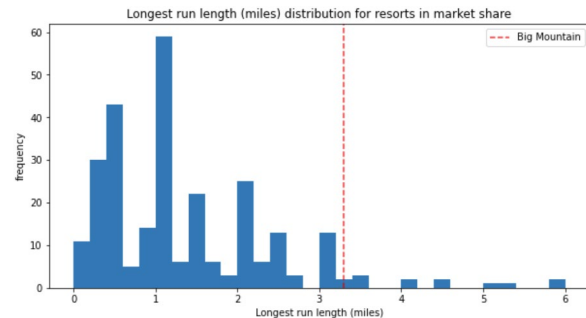
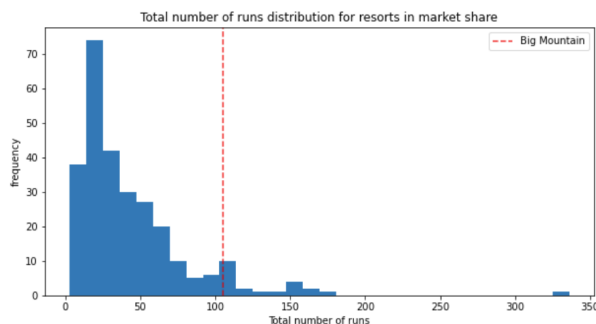
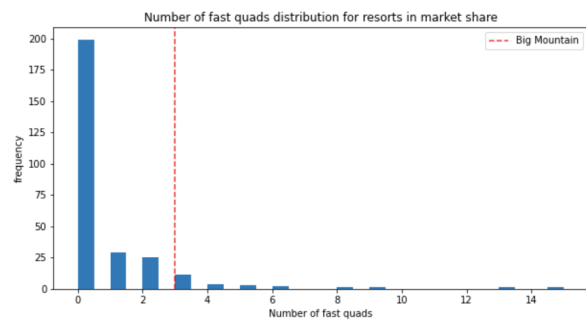
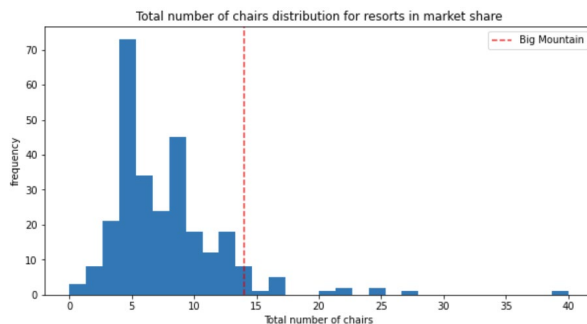
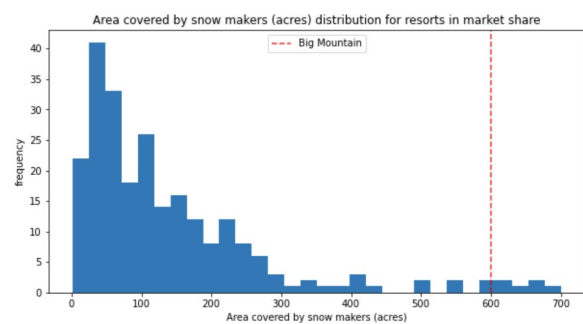
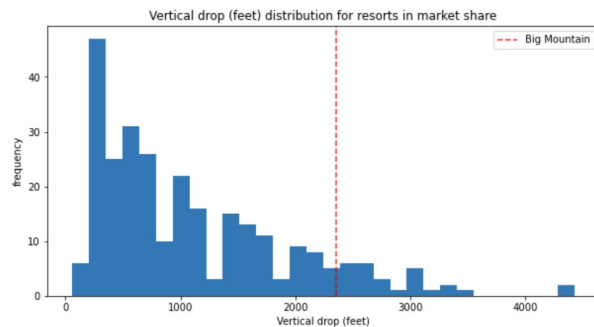


Ski resort pricing model

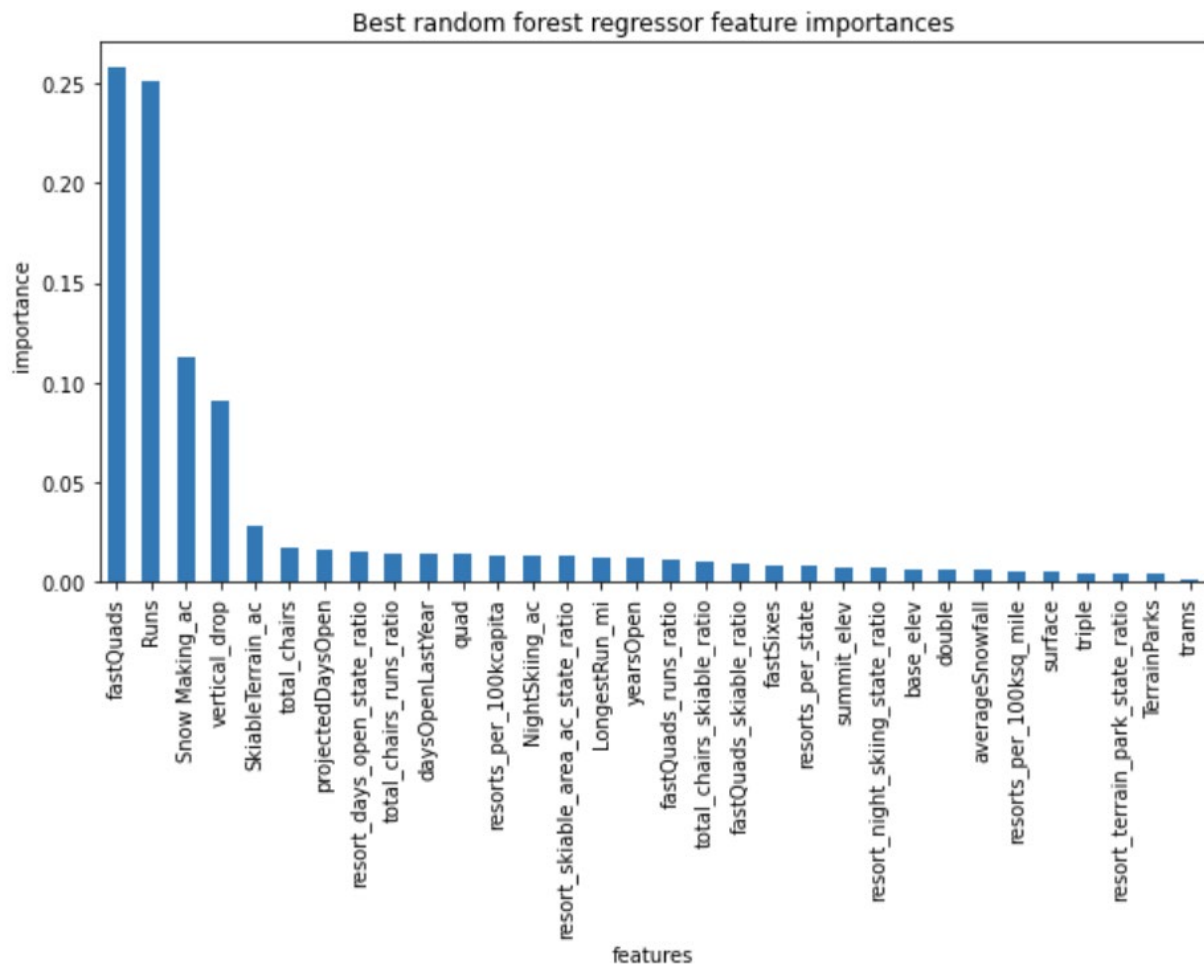
Big Mountain Resort suspects that with their current ticket price (\$81), it may not maximize its return on investment. The business ask is whether there is room for price increase based on the current market. The data from other resorts across the country have been collected. There are 330 resorts that are competing in the country which are included in this analysis. Over 20 different features have been used describing each resort. Below are some recommendations based on this analysis:

Recommendations:

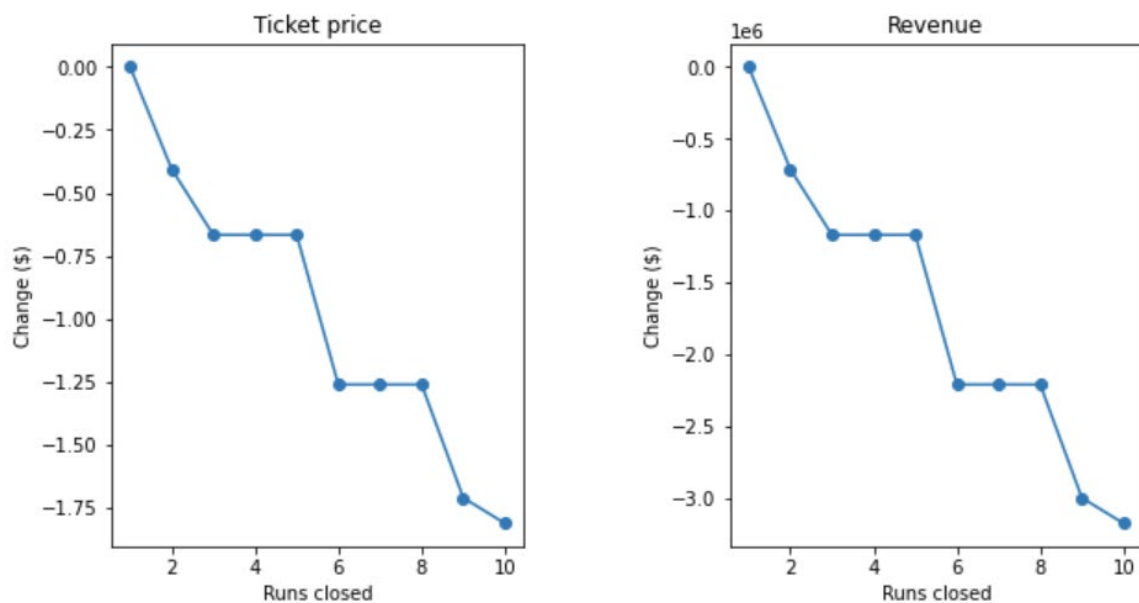
- Big Mountain resort can increase their weekend ticket prices by about 17% (up to \$95) based on the current market.



Looking at the distributions of some of the most significant features, big mountain resort is mostly among the highest values. This confirms that increasing the ticket prices as model suggested will not lead to losing customers.



- Closing runs are **NOT** recommended as it results in reducing the revenue.



- Increase vertical drop by 150 feet, add one more run and a chair which will lead to approximately 3,474,638 dollars additional revenue.
- Longest run and snow making area would be better to be unchanged as their increase have no impact on the revenue.