Big Mountain Resort Report

Problem Identification:

Big Mountain resort would like to increase their profits since they suspect that the resort is not maximizing its return compared to other resorts. Big Mountain resort is unaware of what amenities customers are willing to pay more for and which ones the customer can do without. The resort is looking to raise the prices of ski resort tickets to raise their profit.

Data Wrangling:

Upon collecting the data of all ski resorts in the United States it was discovered that Big Mountain was currently charging $81 for a weekday adult ticket and the same price for a weekend adult ticket. One feature that would play a factor in customers paying more per ticket was the skiable terrain that the resort had. Upon investigating the data, the resort with the most skiable terrain was found to be Silverton Mountain which is found in Colorado with a skiable terrain of 26819. Most of the resorts in the U.S have less than or equal to 2000 skiable terrain.