# Problem Statement Worksheet (Hypothesis Formation)

**Big Mountain Resort**

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## 1 Context

Ski resort with 105 trails, 350K skiers/snowboarders per yr
11 lifts, 2 T-bars, 1 Magic Carpet
Longest run: Hellfire, 3.3 mi.
Base elevation: 4,464 ft; Summit: 6,817 ft; Vertical Drop: 2,353 ft.
New chair, costs $1,540,000/yr
Pricing strategy: charge prem. above avg. price of competitors

## 2 Criteria for success

Use data-driven decision making to offer guidance on how to select a better value for their ticket price. The meaning of this is not clear. They may need to utilize their facilities differently, which might include shutting down lifts etc. They also would like to consider charging a higher ticket price.
Ultimate goal is to increase revenue

## 3 Scope of solution space

Use data from provided csv to analyze competitors
Use data about BMR to determine facility-use adjustments
Use pricing information to decide different pricing/usage strategy

## 4 Constraints within solution space

Available data about BMR is currently limited
Available data about competitors is limited to a single csv
Adjustments to pricing and usage strategy can cause damage, if not completed properly

## 5 Stakeholders to provide key insight

The primary stakeholder is BMR
The database manager provided the csv file

## 6 Key data sources

A single csv file obtained from the database manager
The resort data provided at the outset of the “Problem Identification Overview + Context” document