1. Context

Big Mountain Resort is a ski resort located in Montana with views of Glacier and Flathead National Forest. Each year averages over 350,000 visitors. There are 11 lifts, and 1 magic carpet for beginners. The resort has recently installed a new lift that increases operating costs by $1.54M this season. The resort's pricing strategy has been to charge a premium above the average price of resorts in its market segment.

1. Criteria for success

* Recommendations for cutting costs without undermining the ticket price
* Recommendations to support higher ticket prices

1. Scope of solution space

* Implement a more data-driven business strategy
* Review datasets for pricing trends

1. Constraints within solution space

* Pricing based on market average
* Facilities utilization
* Investment strategy

1. Stakeholders to provide key insight

* Jimmy Blackburn, director of operations
* Alesha Eisen, database manager

1. What key data sources are required ?

* CSV dataset file