

# Big Mountain Problem Statement\_Christina Camps

How can Big Mountain Resort capitalize on its facility in order to increase/decrease their ticket price to offset an increase in operating cost of \$1.6 million this season?

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## 1 Context

In order to accommodate visitors, Big Mountain Resort installed an additional chair lift which increased their operating costs by \$1.6 million this season. In order to maintain profit, the company wants to change ticket prices by capitalizing on its facilities use.

## 2 Criteria for success

Comparing the ticket price and facilities of other Ski Resorts and developing a pricing model that includes the 1.6 operation cost and facilities cost that accurately reflects what the visitors are using. This information will be based on how other Ski Resorts charge per ticket.

## 3 Scope of solution space

Use the data to compare other Ski Resorts with Big Mountain Resort to find out how ticket prices compare based on the use of their facilities.

## 4 Constraints within solution space

- Time due to the increase in operating cost this season.

## 5 Stakeholders to provide key insight

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

## 6 Key data sources

- CSV file (../raw\_data/ski\_resort\_data.csv)