It is the recommendation of the data science team that Big Mountain Resort raise their ticket prices to $96 per ticket after raising the vertical drop by 150 with the accompanying run and chair life and closing 5 runs. This price level is still below the psychological $100 threshold for customers, and customer will still be willing to pay for the amenities that Big Mountain offers.

Big Mountain deserves to be positioned as a high end ski resort in the market due to having many of the amenities that customers value. They currently have the highest ticket prices in the state.

Chart, bar chart

Description automatically generated

After cross folds validation, we learned that 8 features is the optimal number of features to consider. Below, the graph shows us our highest R-squared is at 8.

Chart

Description automatically generated

The graph below that shows how these features are correlated with price.

Chart, scatter chart

Description automatically generated

Big Mountain is already well represented with these 8 features. We believe the market will support a substantial price adjustment to $96 after the operational changes mentioned earlier are implemented.