
Pricing Strategy for Big Mountain Resort

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Project Objective

Revenue for next financial year will be increased by 10%

Solution

Adjusting price strategy and/or cost factors

Constrains

- **Ticket price is too high in current market**
 - **Resort can't maximizing the utilization of it's facilities**
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Key Data Source

- Information of a list of ski resorts, including location, facilities, ski conditions, ticket prices and schedules
- Population and area data for the US states from wikipedia.

Departments

- Director of Operations - Jimmy Blackburn,
 - Database Manager - Alesha Eisen
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Key factors that affects the ticket price

- Total number of runs
- Number of fast 4 person chairs
- Total area covered by snow making machines
- Vertical change in elevation from the summit to the base

Most efficient solution

Close 4 runs from current 105 runs

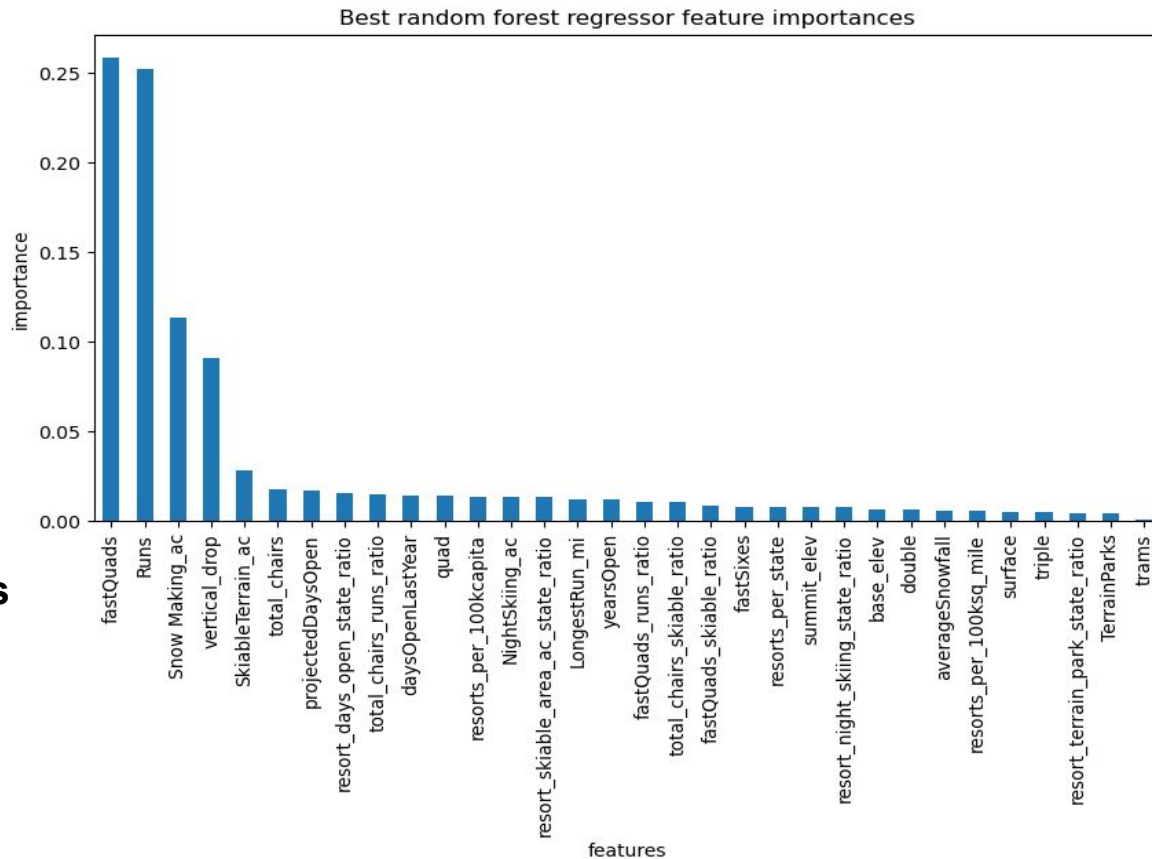
Best Model

Random Forest Model

Mean Absolute Error: 9.54

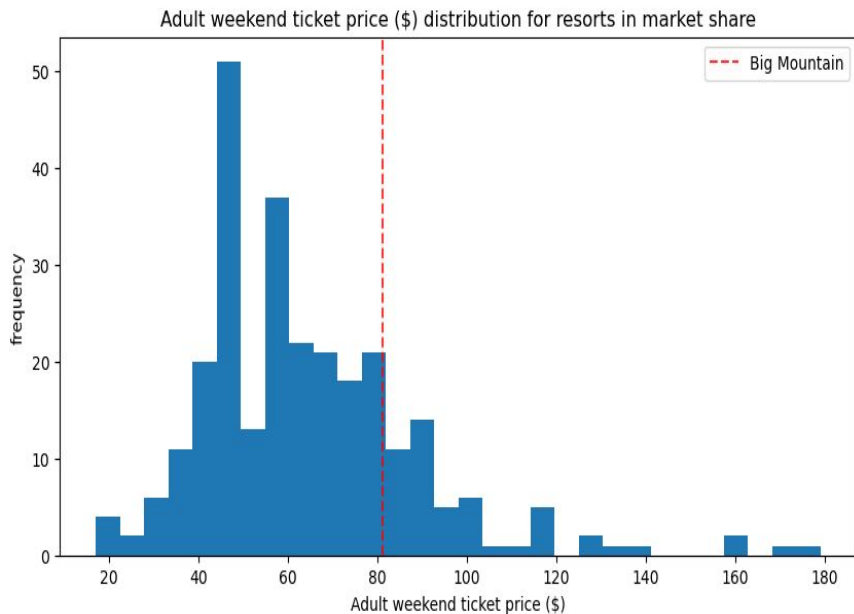
Top factors

1. 4 person chairs
2. Total runs
3. snow making machines



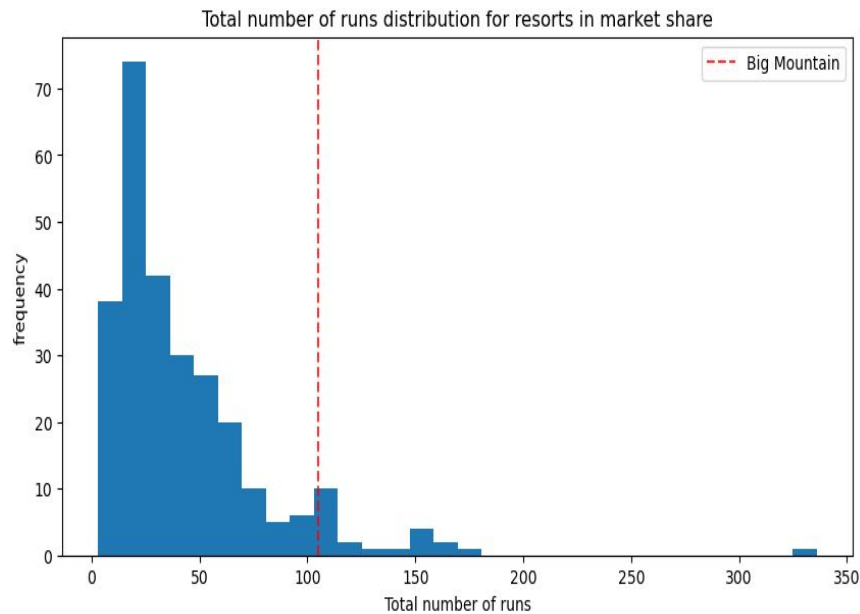
Current Price

\$ 81 Top 20 percent

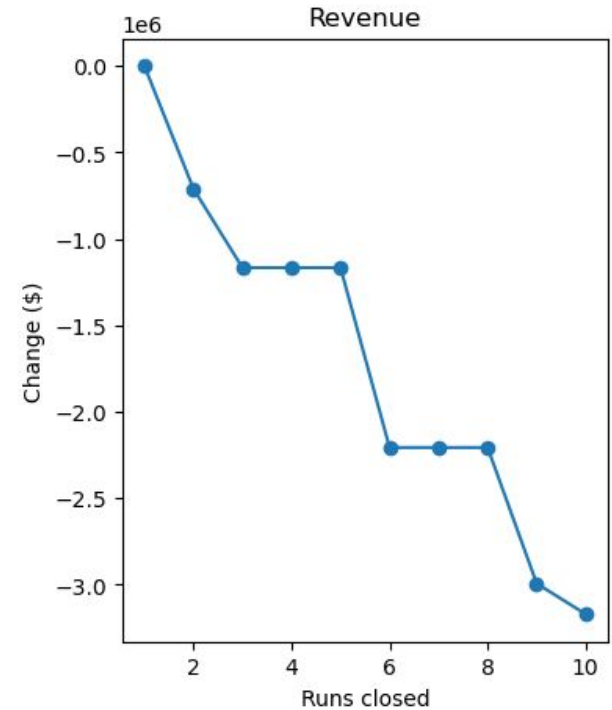
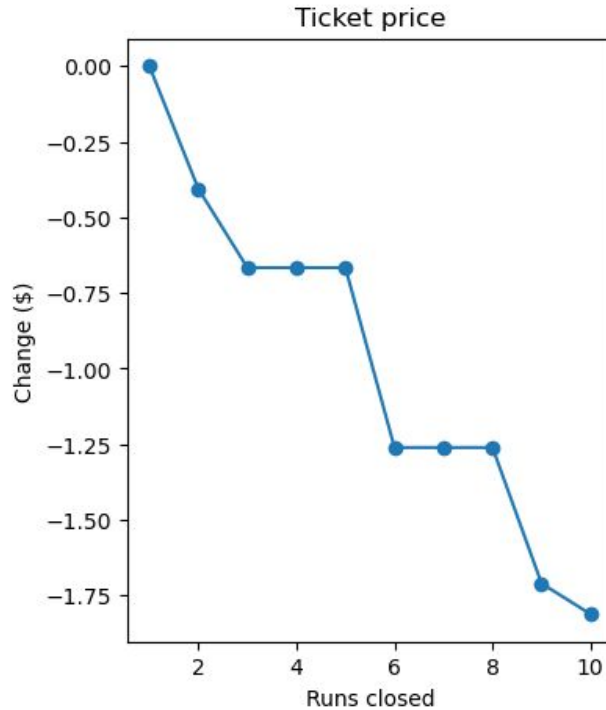


Total number of Runs

105 runs Top 10 percent



How is ticket price affected by Runs closed?



Solution

Based on the model's predictions, it is advisable for Big Mountain Resort to close four runs. This will result in operational cost reduction while still maintaining a high number of total runs (101).

Next Step

To determine which runs should be closed, further analysis is required, considering factors such as popularity, operational cost, and other relevant factors.

Thank You
