

Guided Capstone Recommendations

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Big Mountain Resort and 32 of its features were compared to 330 ski resorts throughout the United States.

After comparing ticket prices to ski resorts in the same market, it's suggested that Big Mountain Resort immediately increase their price from \$81.00 to \$93.76. With 350,000 annual customers, each assumed to buy 5 tickets, the increase would be 22.3 million dollars.

Our model shows that closing 1 run makes no difference in ticket price and revenue. Closing 2 and 3 runs will reduce the support of revenue. Closing 4 or 5 runs has the same ticket price loss as closing 3 runs. Increasing run closer 6 or more causes a large drop in ticket price.

We found that four features: fastQuads, Runs, Snow Making_ac, vertical_drop, are most valuable to customers. Increasing the vertical drop by 150 and adding in an additional chair lift, supports a ticket price increase of \$1.24, which could lead to a total of \$2,171,296. Increasing the vertical drop by 150, adding in an additional chair lift, and adding 2 acres in Snow Making, supports a ticket price increase of \$1.24, which could lead to a total of \$2,171,296.

Increasing the longest run by .2 miles and adding in 4 acres of snow making capability makes no difference in ticket price.

