

Data analysis was performed for Big Mountain Resort upon request by its stakeholders on finding recommendations on optimizing their ticket price based on their facilities to get guidance on future investments in the park and to maximizing profits.

Big Mountain currently charges \$81.00 per ticket. Our modeling suggests that the ideal ticket price should be \$95.87.

After running various scenarios, we recommend adding one extra run, increasing the vertical drop by 150 feet, and adding one more chair lift. This will support the price increase of \$8.61 which in return will bring in \$15,065,471 of extra revenue for the season.