Guided Capstone Project Report

Problem Overview:

Big Mountain Resort is a ski resort in Montana that offers unique views of Glacier National Park and Flathead National Forest. Management has a pricing strategy in place that already assumes a premium above the average price for regional alternatives. Still, management believes that Big Mountain Resort is not fully capitalizing on the true value of the Resort’s facilities and offerings. Furthermore, the resort has just committed to adding a new chair as well as an increase in operating costs by $1,540,000. Management has asked us to find a ticket price for which profit from attendance will cover the additional operational costs and answer management’s questions related to capitalizing on the Resort’s full value.

Analysis:

In order to understand how well Big Mountain Resort has been capitalizing on its facilities relative to its regional peers and predict a sustainable price increase, we must use machine learning models to rank the top contributing facility features relative to one another as well as

Recommendation: