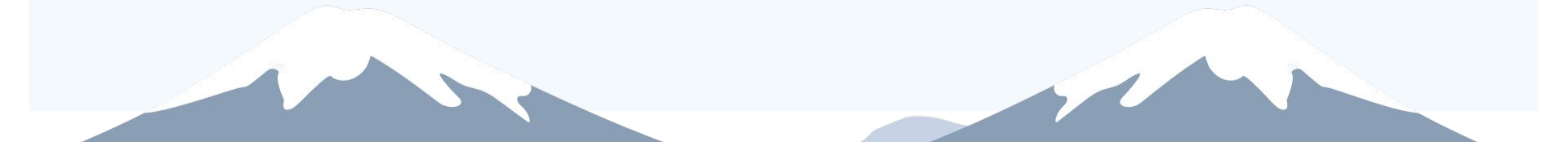
Big Mountain Resort

Douglas Domingo

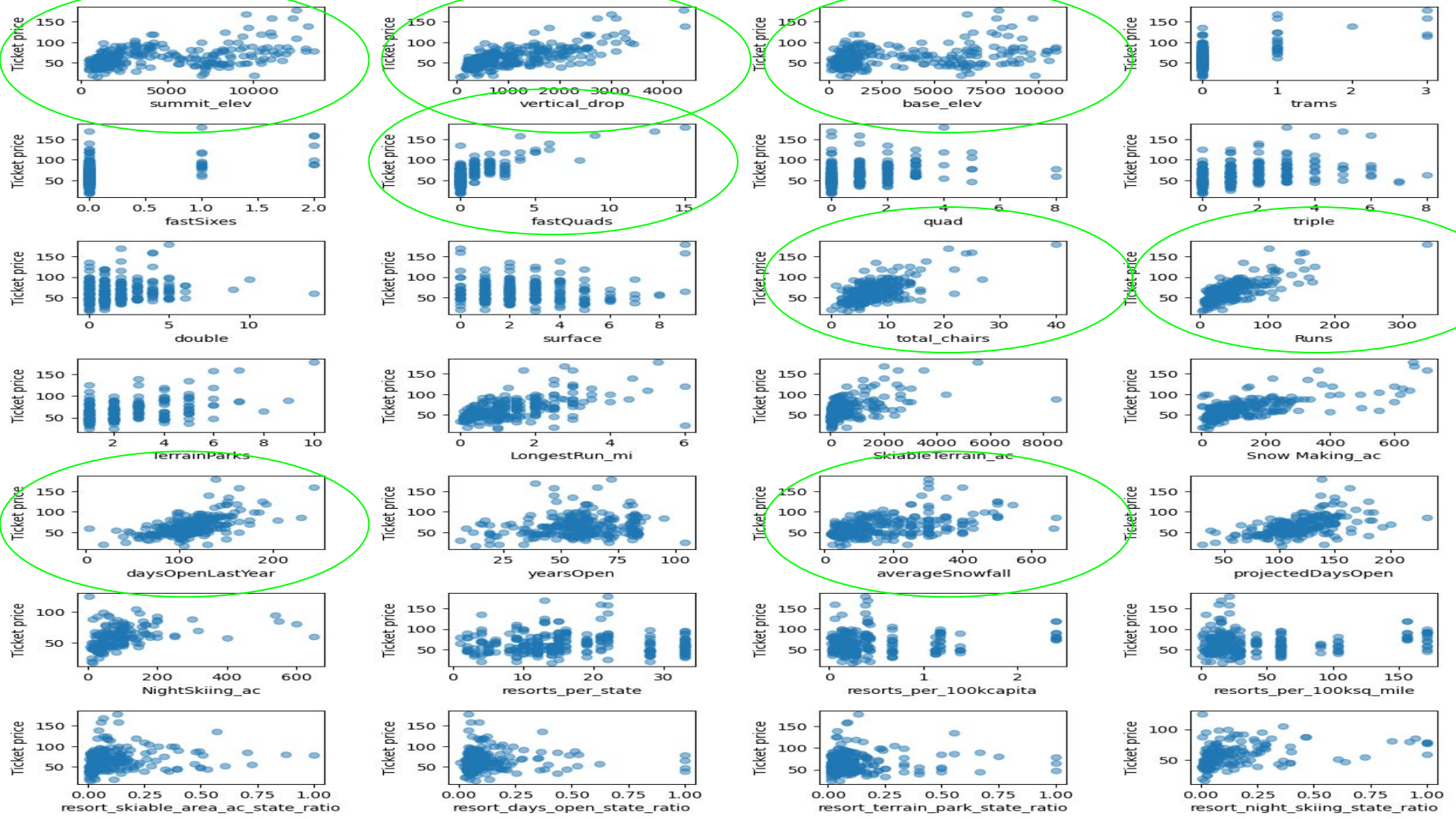
Problem identification

New ski lift investment of 1,540,000

Goal- to raise seasonal profits by 10%




Average ticket price by State
AdultWeekday
AdultWeekend
state
Rhode Island
Iowa
Illinois
Ohio
Missouri
Indiana
Minnesota
Michigan
Massachusetts
Wisconsin
Tennessee
South Dakota
Montana
Connecticut
Alaska
North Carolina
New York
Idaho
Maine
Wyoming
Pennsylvania
Oregon
Virginia
New Mexico
Washington
Maryland
New Hampshire
West Virginia
Nevada
California
New Jersey
Arizona
Vermont
Colorado
Utah
0
20
40
60
80
The market supports a higher ticket price


Ticket price
summit_elev
vertical_drop
base_elev
trams
fastSixes
fastQuads
quad
triple
double
surface
total_chairs
Runs
TerrainParks
LongestRun_mi
SkiableTerrain_ac
Snow Making_ac
daysOpenLastYear
yearsOpen
averageSnowfall
projectedDaysOpen
NightSkiing_ac
resorts_per_state
resorts_per_100kcapita
resorts_per_100ksq_mile
resort_skiable_area_ac_state_ratio
resort_days_open_state_ratio
resort_terrain_park_state_ratio
resort_night_skiing_state_ratio

Modeling results

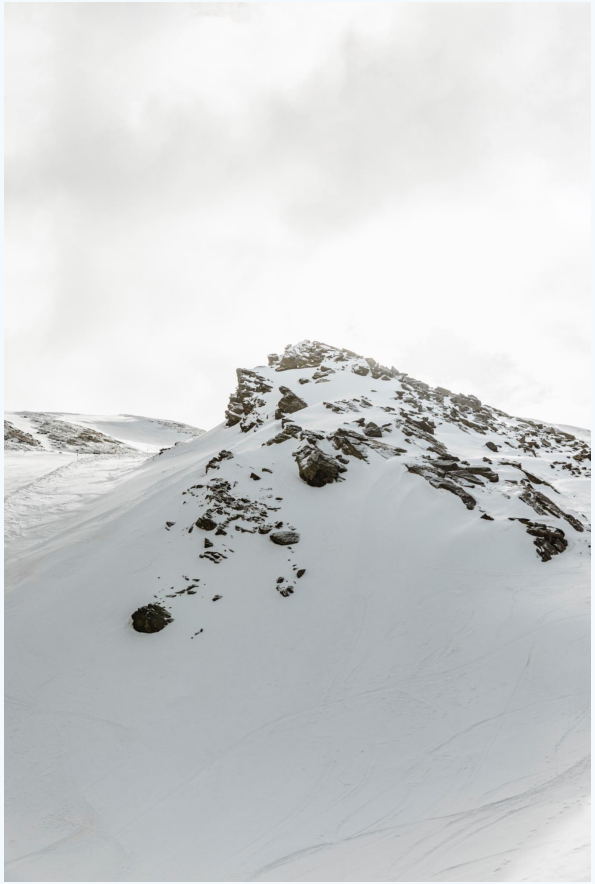
To further explore the relationships between price and resort features

- we created a model to examine what is the most profitable course of action

- strong correlation between ticket price and **summit elevation, vertical drop, base elevation, days open, total chairs, runs, snow fall, and fast quad**

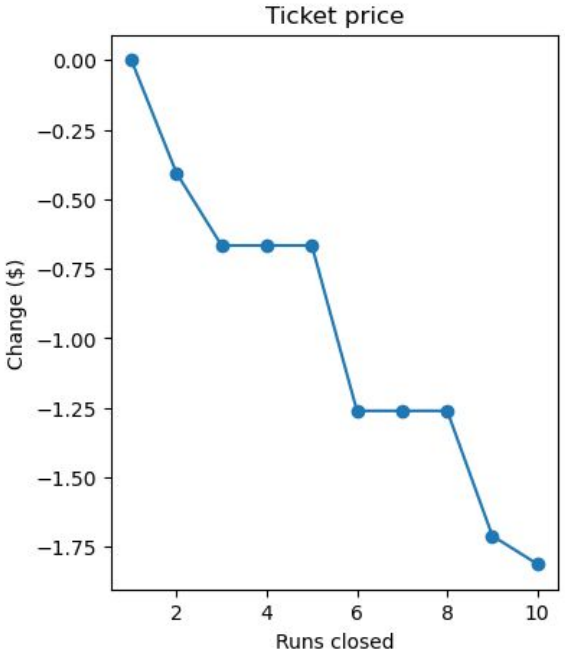
- the random forest model has the lower cross validation so it was most accurate

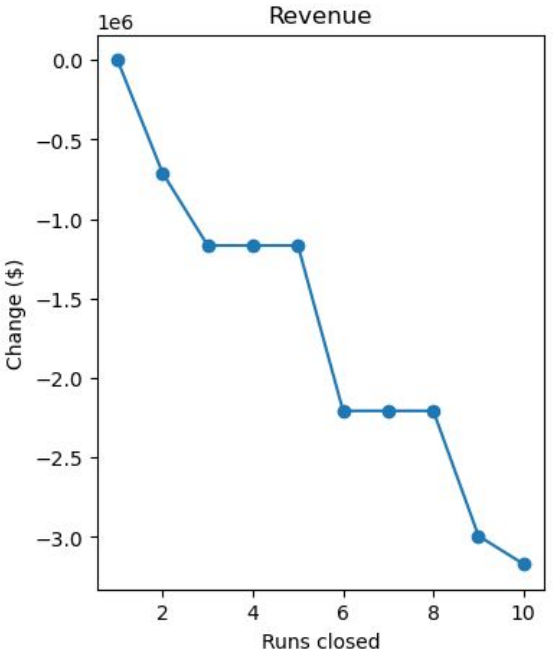
This model can be used to test future business descisions



recommendation

Our analysis shows that closing up to 5 of the least popular ski routes will not affect the price





recommendation

Raise ticket prices by

$1.99

This will result in a seasonal revenue increase of

$3,474,638

recommendation

Ski lift

Increase the vertical drop of on run by 150 feet
This will support a price increase of $1.99
Expected increase of total revenue = $3,474,638 next season

Summary and conclusions

The market supports an increase in ticket price

Raise ticket prices by $1.99 dollars to expect $3,474,638 increase seasonal revenue

You can close the 5 least popular ski runs

Increase the vertical drop of one of the runs of the ski routes and install the new ski lift there

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