

Big Mountain Ski Resort

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Problem Identification

Can we develop a pricing model to confidently select a ticket price for Big Mountain Ski Resort?

What features of the ski resort should be expanded upon? Or should Big Mountain not increase prices and cut costs instead?

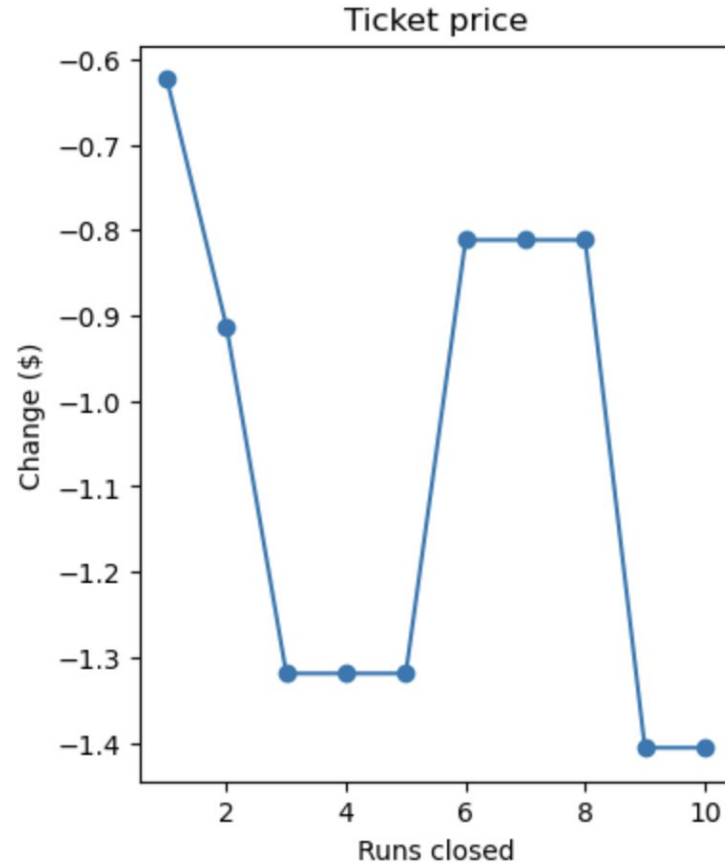
Key Findings

Having more runs, higher vertical drops, more chairlifts, and more man-made-snow are great features to always be improving on to increase revenue

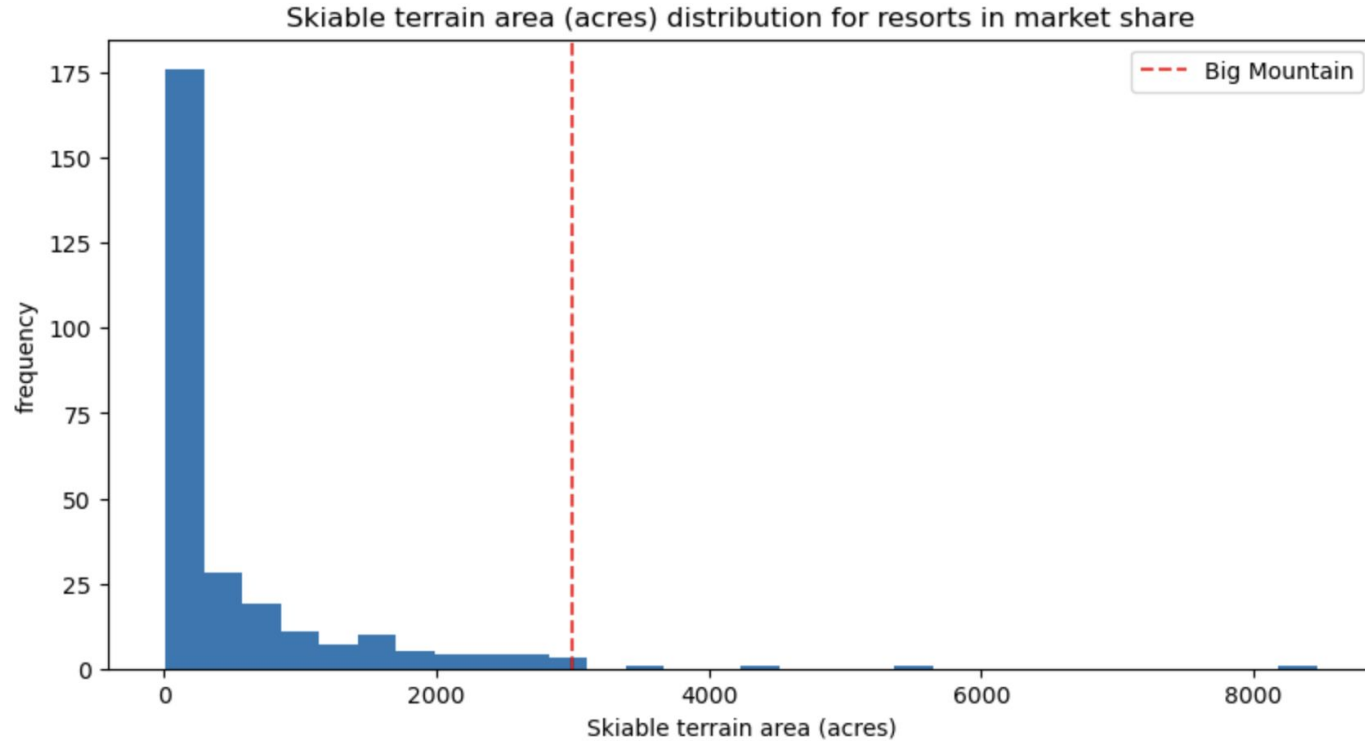
The model recommends you add at least one more run, increase vertical drop by 150 feet and add a chairlift. If done, tick price will increase \$2.38 and add \$4.2 million in revenue. This would cover the operating cost of the chairlift \$1,540,000

Modeling Results and Analysis

The model to the right predicts price decrease if runs are closed, based on how many runs are closed

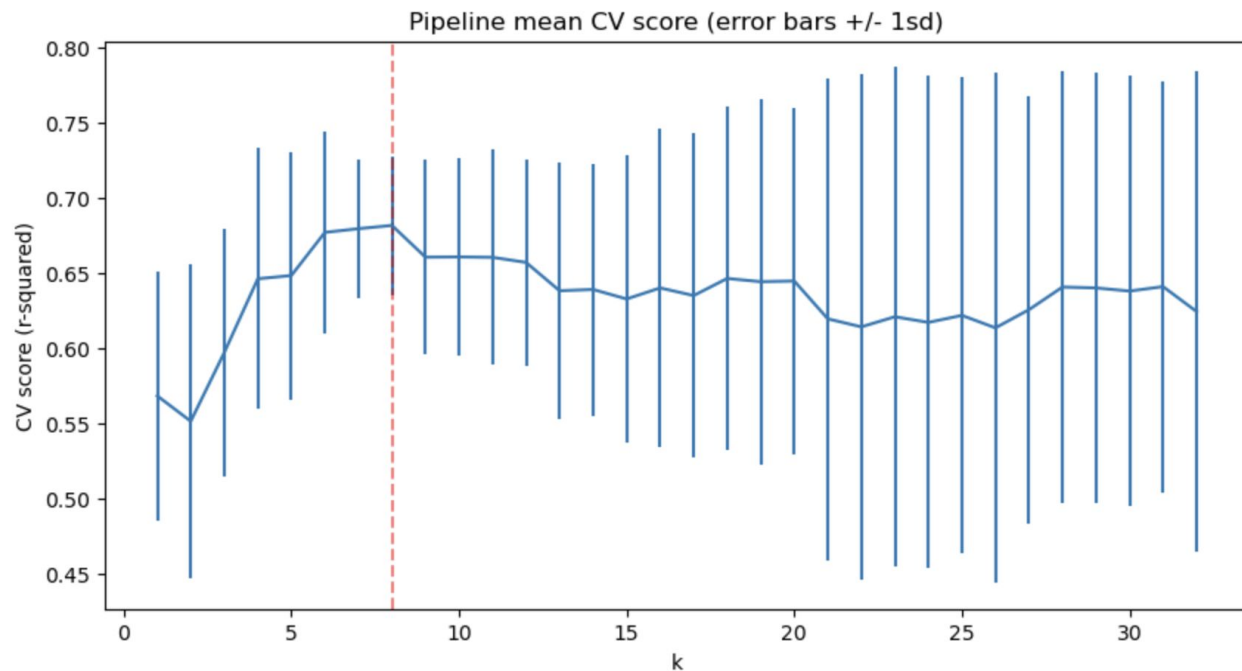


Modeling Results and Analysis



Big Mountain is amongst the resorts with the largest amount of skiable terrain.

Modeling Results and Analysis



Training the data using Pipelines, $k = 8$ was used for our model

Summary

We strongly advise you add at least one more run, increase vertical drop by 150 feet and add a chairlift