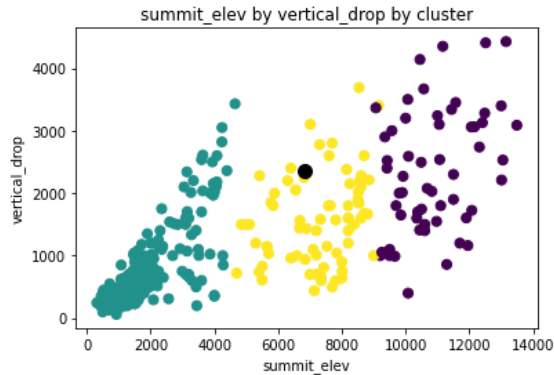


Guided Capstone Project Report

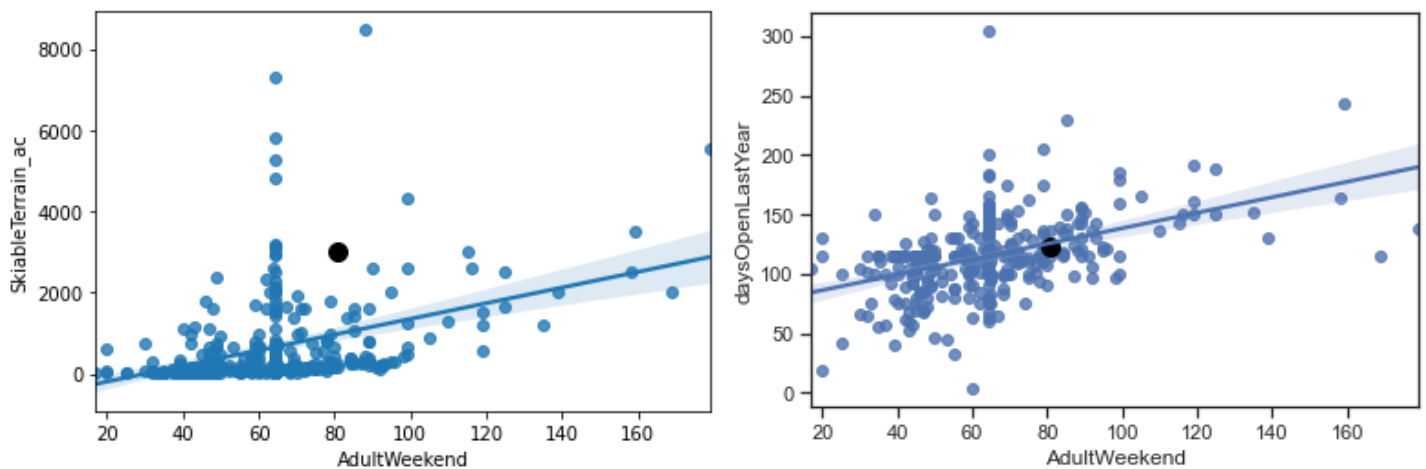
Big Mountain Resort (BMR) recently acquired a new chair that amounts to a ~\$1.5M increase in operational costs. Without any changes, this would impact the 9.2% profit margin that investors and business owners want to preserve.

With the available data, there're two proposed courses of action that can be implemented to recoup those operational costs: increasing the lift ticket prices and the number of days the resort is open per year.

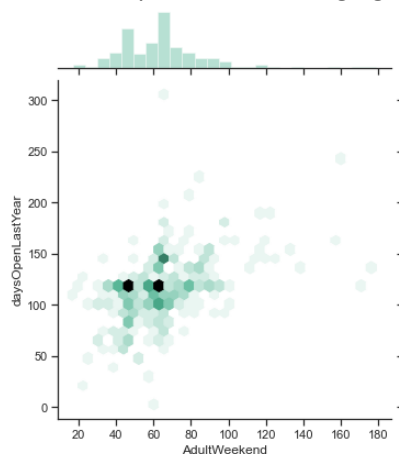
Firstly, we'll look at how BMR compares to the rest of the resorts as to mountain elevation:



BMR looks to be in the middle of the pack and shows more of their area doesn't change dramatically over the area of the mountain that skiing is allowed. This means there's a large audience for the kinds of activities offered at BMR.



Because of this data, in keeping with the Adult Weekend pass per skiable area, the price for BMR ought to be raised to \$88.77 from the current \$81. This represents a price increase in keeping with models that compared what BMR offers, in terms of area to ski, and the current prices that competitors are charging for their tickets.



Looking at the number of open days last year compared to Adult Weekend price, BMR can actually be open more days this year, in order to be more in line with the competition. These changes will ensure a 9.2% profit margin.