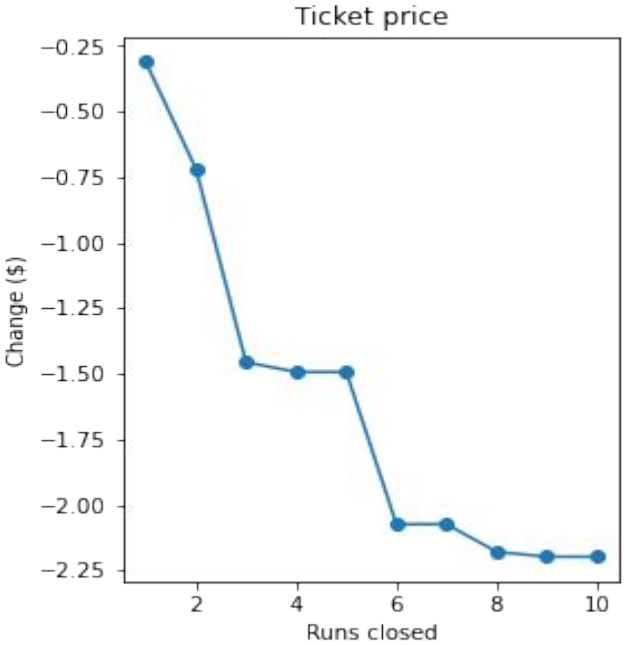
Problem Identification

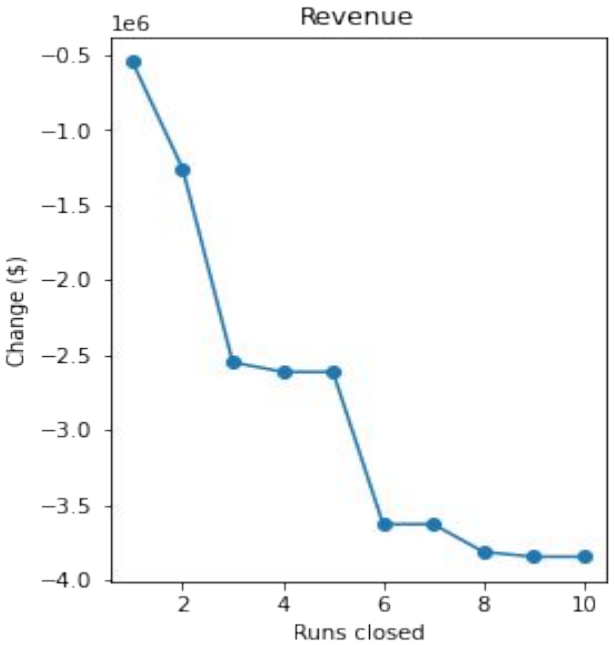
- Context: Big Mountain is not capitalizing on its facilities. They hope to either cut costs without undermining the ticket price or gain evidence to support a higher ticket price.
- Scope of Success: Perform a comparative analysis of equipment across different ski resorts. Identify equipment and resort traits uncommon among other resorts that can be considered a competitive advantage for Big Mountain.

Recommendations

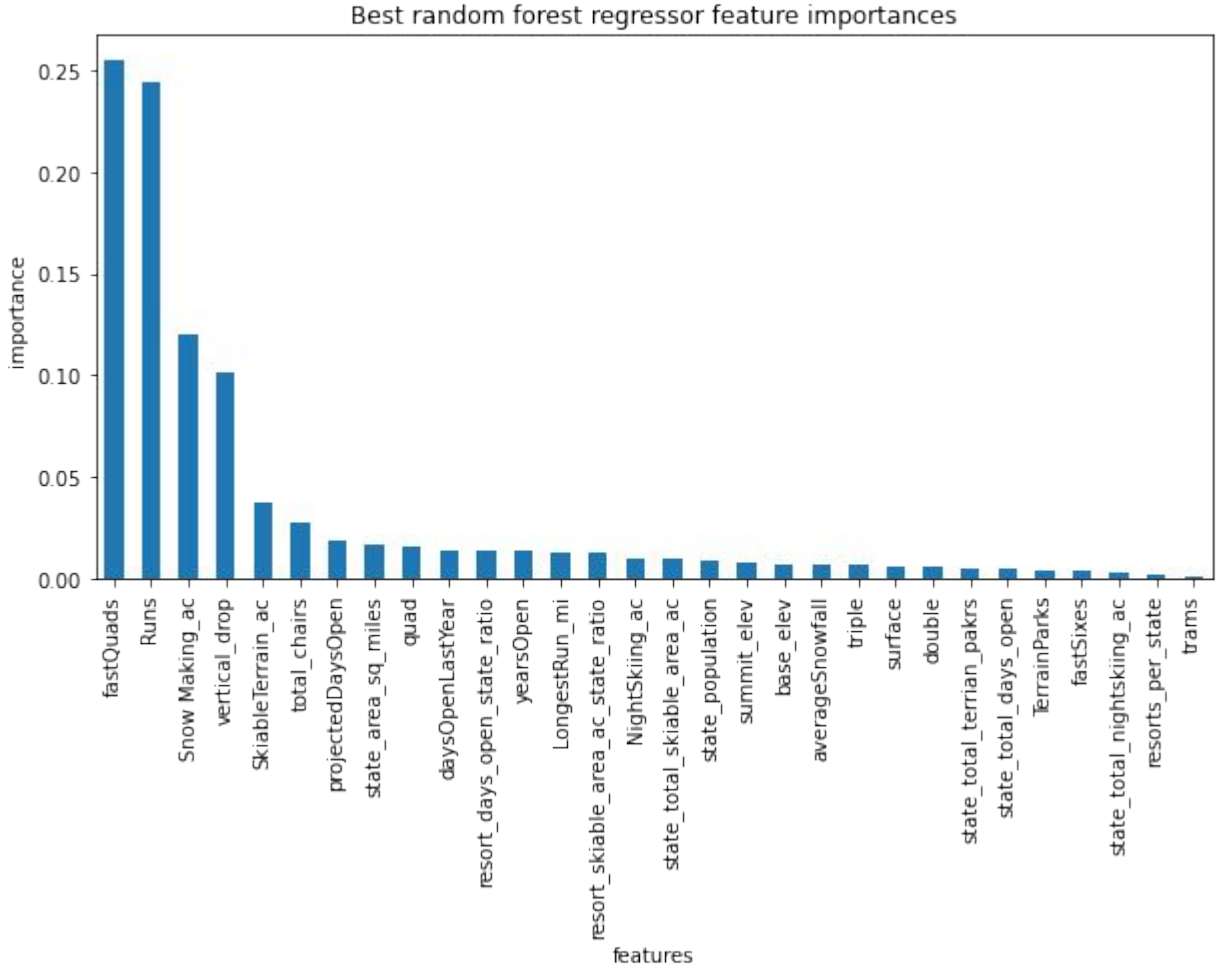
- The model says closing one run makes no difference. Closing 2 and 3 successively reduces support for ticket price and so revenue. If Big Mountain closes down 3 runs, it seems they may as well close down 4 or 5 as there's no further loss in the ticket price. Increasing the closures down to 6 or more leads to a large drop.
- If Big Mountain adds a run and increases vertical drop by 150 ft: This scenario increases support for ticket price by $0.69. Over the season, this could be expected to amount to $1,209,763.
- If Big Mountain makes more snow, there is no difference.
- If Big Mountain increases its longest run, there is no difference in the model that supports increasing ticket pricing.

Models & Findings





Models & Findings



Summary

- Don’t close down any runs
- Increase vertical drop
- Adding more snow makes a very small difference in price valuation
- Random Forest Model recommends Fast Quads as a competitive advantage feature.