

[Sa-ad Iddrisu] PSW - Guided Capstone

Problem statement worksheet (Hypothesis Formation):

How does Big Mountain Resort main its yearly profit margin of 9.2% in the midst of increased operational cost?

1. Context

Big Mountain Resort is a historical resort dating back to 1947. It has been able to offer spectacular views of Glacier National Park and Flathead National Forest. However, the recent increase in its operation cost by \$1,540,000 raises the question as to whether the resort can still maintain its yearly profit margin of 9.2%.

4. Constraints within solution space

Price increases may drive customers to competitors if not handled carefully

5. Stakeholders to provide key insight

- Director of Operations, Jimmy Blackburn
- Database Manager, Alesha Eisen

2. Criteria for success

To cover up the new increases in operating cost, prices of services offered by Big Mountain Resort should be increased by the profit margin of 9.2%.

6. Key data sources

CSV file from the database Manager

3. Scope of solution space

Each service offered by Big Mountain Resort should be evaluated and the new price increase calculated