GUIDED
CAPSTONE

STRATEGIC PRICING OPTIMIZATION AT BIG MOUNTAIN RESORT

CONTENT

PROBLEM IDENTIFICATION

Current State

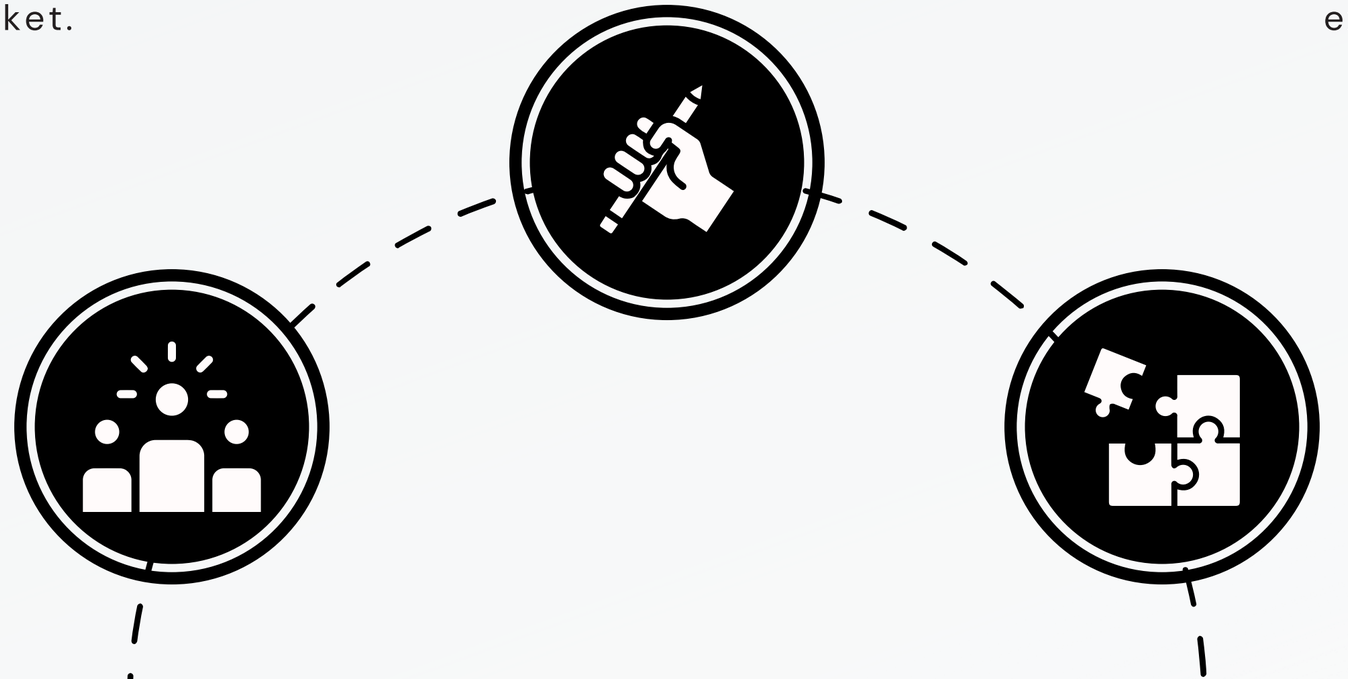
Big Mountain Resort faces revenue optimization challenges in a competitive market.

Impact

Sub-optimal ticket pricing affects profitability and market positioning.

Objective

How Big Mountain Resort can adjust its offerings and pricing to align with market expectations and opportunities.



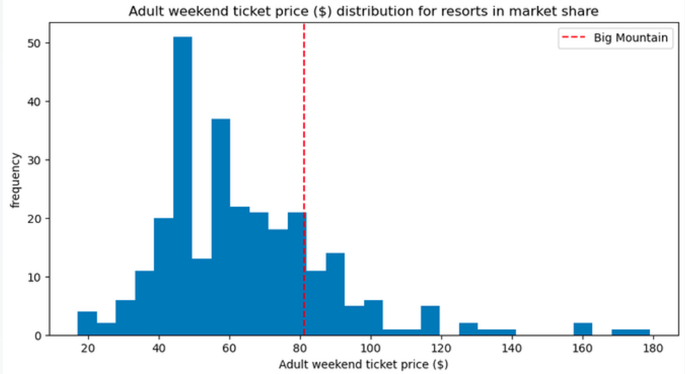
RECOMMENDATION

Mission

- Adopt a dynamic pricing model tailored to Big Mountain's unique offerings and market demand.
- Adjusting ticket prices with a focus on maximizing revenue from key amenities and services that differentiate Big Mountain Resort from its competitors.

Key Insights

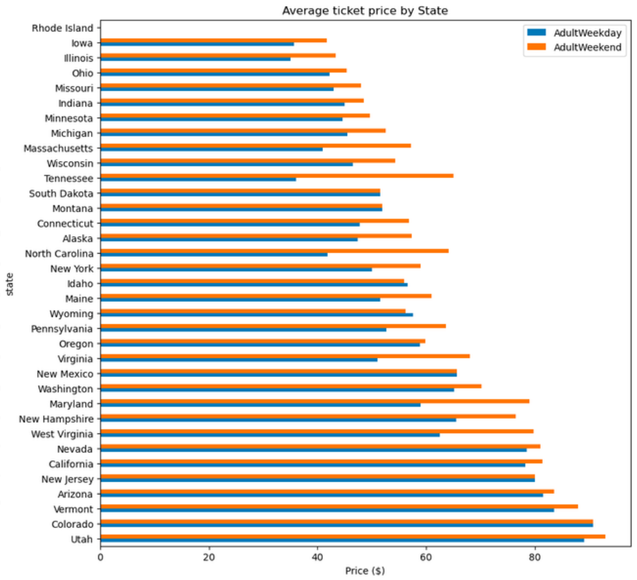
- There potential for a targeted increase in prices, leveraging the resort's unique features and market position.

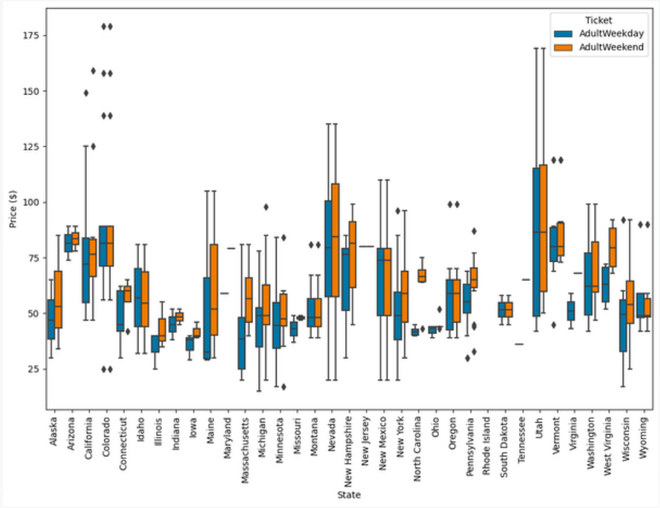


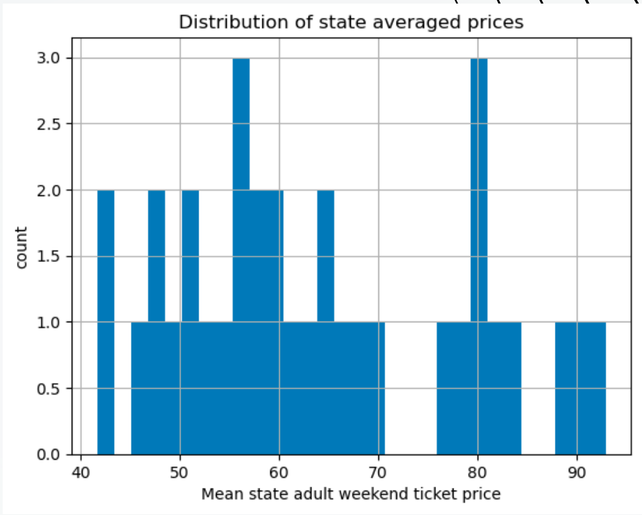
Vision

DATA WRANGLING AND EDA

The EDA highlighted the importance of regional market dynamics and the role of specific resort features in determining ticket prices. Key insights include the identification of pricing trends and the competitive landscape.







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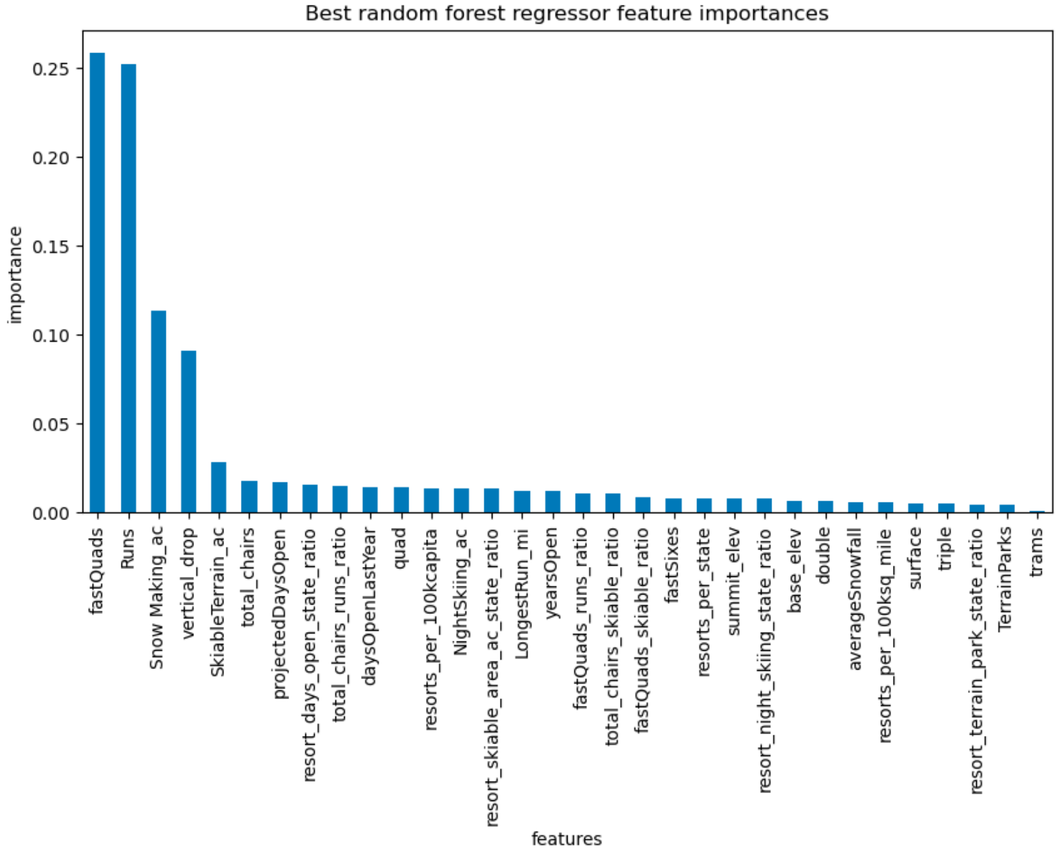
FEATURE ENGINEERING

Through feature engineering, the analysis refined the dataset to better capture the nuances of what drives ticket prices. The selection of the Random Forest model was based on its ability to handle the complex, non-linear relationships between features and prices.



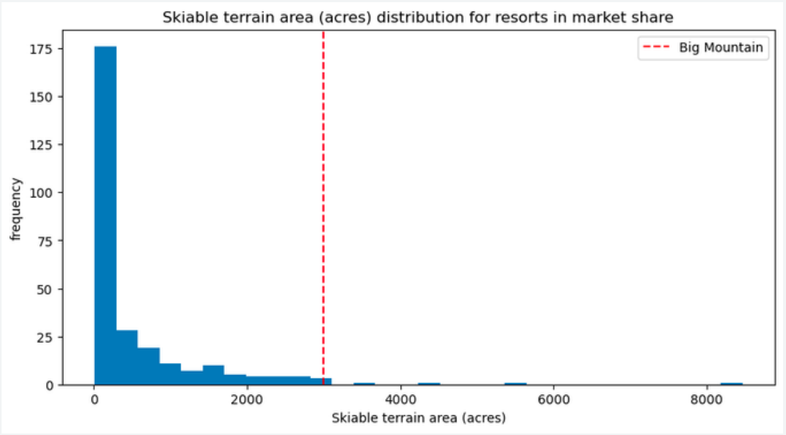
MODEL PERFORMANCE

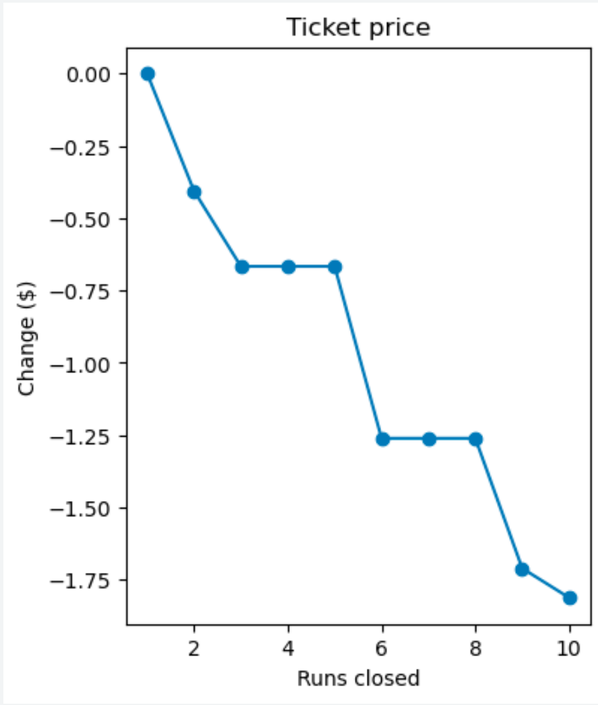
The model demonstrated strong predictive performance, offering valuable insights into pricing strategies. Metrics such as R-squared and MAE underscored the model's effectiveness in capturing the dynamics of ski resort pricing.

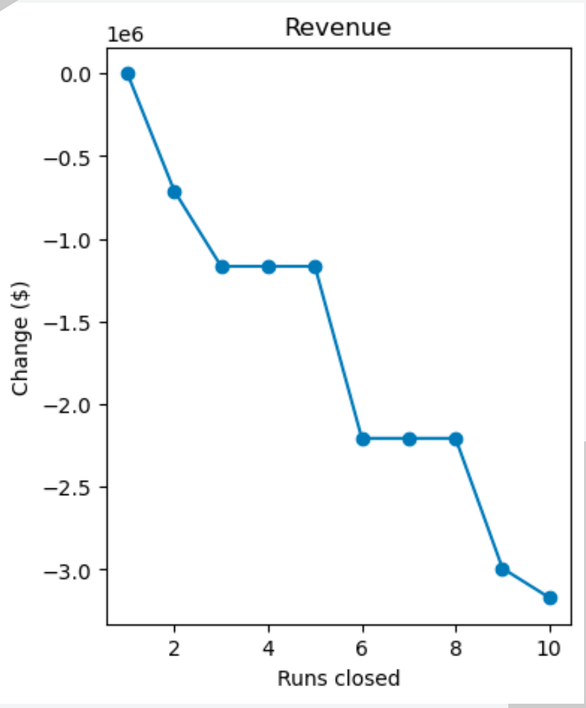
SCENARIO MODELING

Scenario Analysis

Scenario analysis provided strategic insights on potential pricing adjustments and their impacts, guiding decision-making on how to optimize ticket prices based on market demand and competitive positioning.







DATA-INFORMED FUTURE

Our analysis suggests a dynamic pricing model can significantly enhance revenue.

RECAP

Aligning prices with market demand and resort offerings will improve competitiveness.

BENEFITS

Implementation of the recommended model followed by continuous monitoring and adjustments.

NEXT STEPS

THANKS FOR WATCHING