Problem Statement Worksheet (Hypothesis Formation)

Implement a data driven business strategy which highlights the current facilities at Big Mountain Resort to increase ticket prices resulting in increase in profits by at least 1.54 million per season in the coming year.

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1 Context

Big Mountain Resort in Montana has recently had an increase in operational cost of 1.54 million in the last season as a result of a new chair lift. Whilst Big Mountain Resort currently charges a premium rate above the average market price, there are doubts to whether the current ticket price reflects the premium facilities the resort has.

2 Criteria for success

A data driven strategy is implemented to determine new ticketing prices for the upcoming year. This strategy must ensure a profit of at least 1.54 million is achieved and increase the average number of visitors from 350,000.

3 Scope of solution space

Big Mountain Resort for one calendar year.

4 Constraints within solution space

Which facilities attract consumers of different levels is hard to quantify without more input from industry experts, as currently the data set does not provide a breakdown of abilities for the visitors.
Snowfall is dependent of weather conditions so projections can vary on actual snowfall for the year.

5 Stakeholders to provide key insight

Jimmy Blackburn – Director of Operations at Blue Mountain Resort
Alesha Eisen – Database Manager at Blue Mountain Resort

6 Key data sources

Data from 330 resorts which include the Big Mountain Resort's data. This data set gives details to the different facilities present at the different resorts and their adult ticket prices for weekdays and weekends.

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