Guided Capstone Project Report – Big Mountain Resort

Problem: Client suspects its return is not maximize based on its facilities

Criteria for success: compare client’s ticket with other national wide resort, if not maximize, figure it out targeted price

**Insight 1**

* + Big Mountain resort modelled price is $95.87, actual price is $81.00. Even with the expected mean absolute error of $10.39, this suggests there is room for an increase.

**Insight 2**

* + 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 ticket price. Increasing the closures down to 6 or more leads to a large drop