



Big Mountain Price Recommendation

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Big Mountain Ski Resort

- The purpose of the project was to determine the optimal pricing model for big mountain ski resort.
- Big Mountain ski resort suspects that it's ticket price may not be set to reflect market conditions
- The project aims to produce a predictive model for the ticket price based on feature set of the resort.
- The model produced will be used to inform ticket pricing.



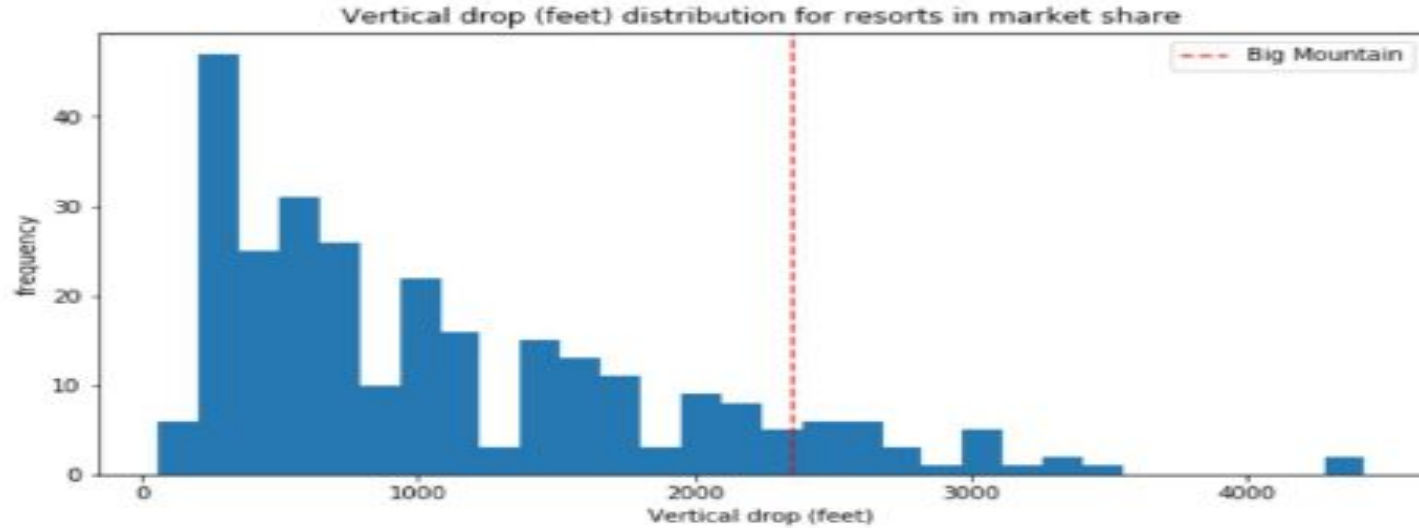
Big Mountain Ski Resort

The model produced provides insights into what Big Mountain ticket price should be in terms of its features with regards to its competitors.

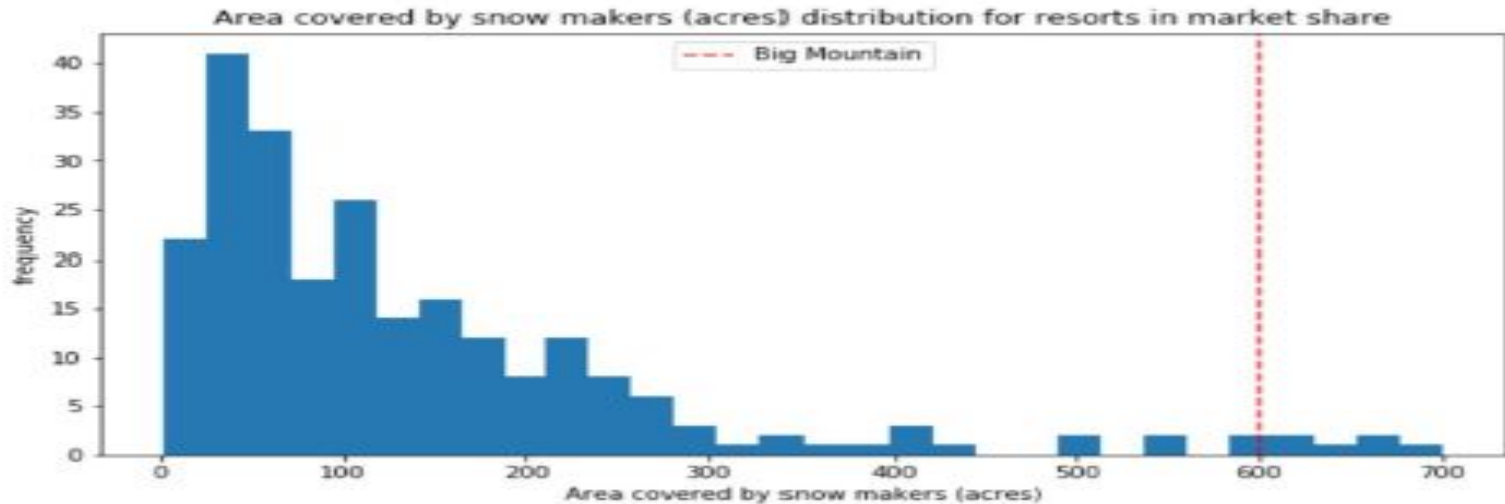
The model was trained using the input file, with the current ticket price at \$81USD, and produced a optimized price adding 1.99USD.

Important factors for the ticket price are `vertical_drop`, `Snow Making_ac`, `total_chairs`, `Runs` and `SkiableTerrain_ac`.

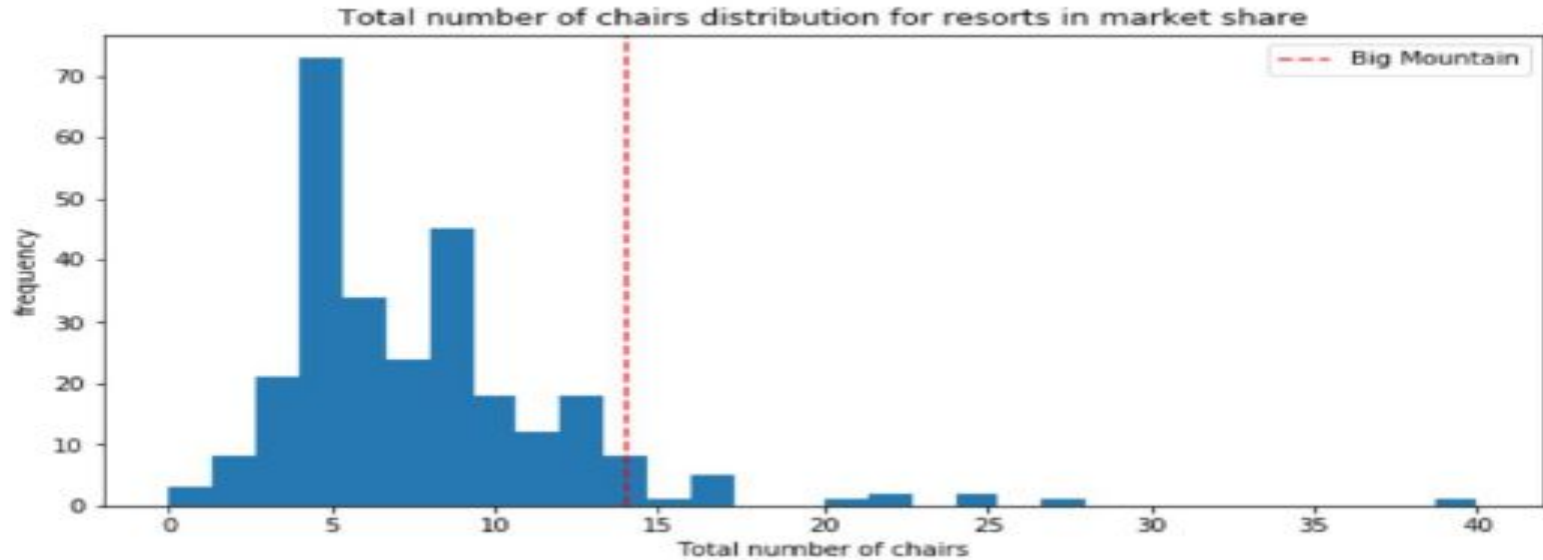
Big Mountain Ski Resort (vertical drop)



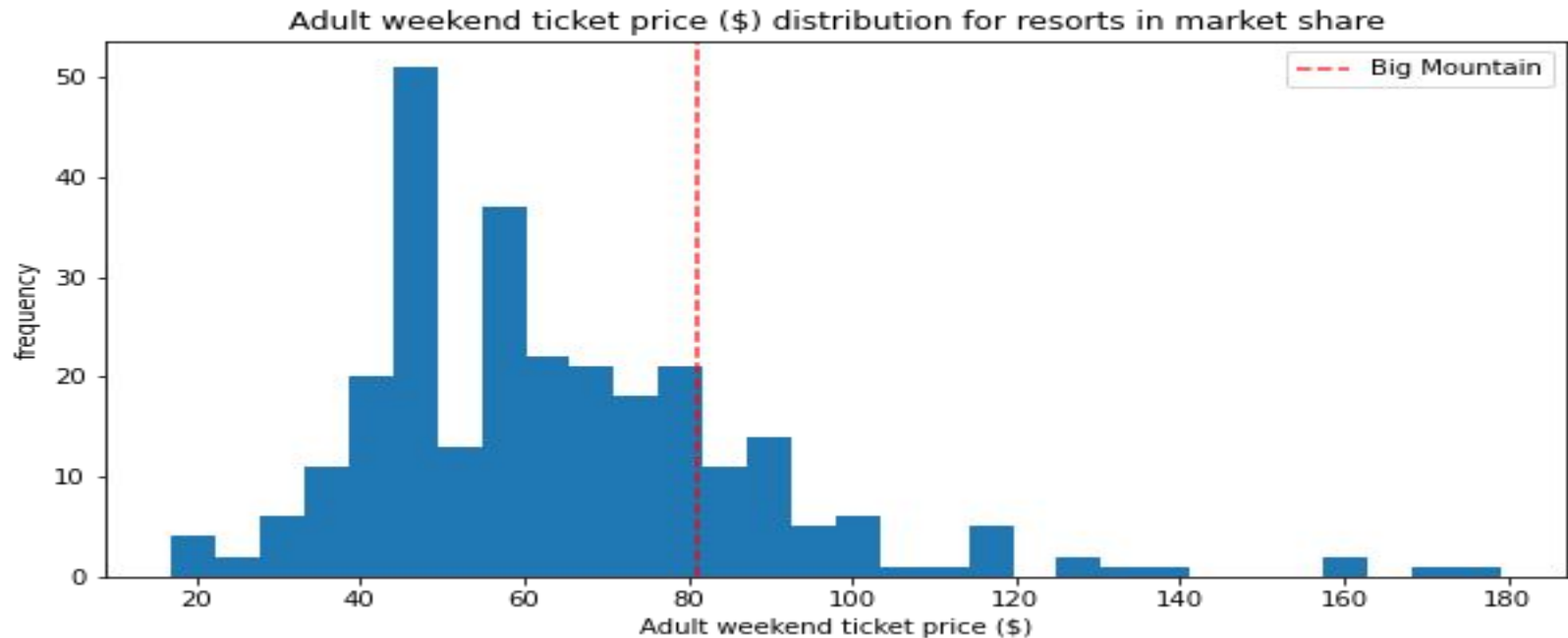
Big Mountain (area covered by snow)



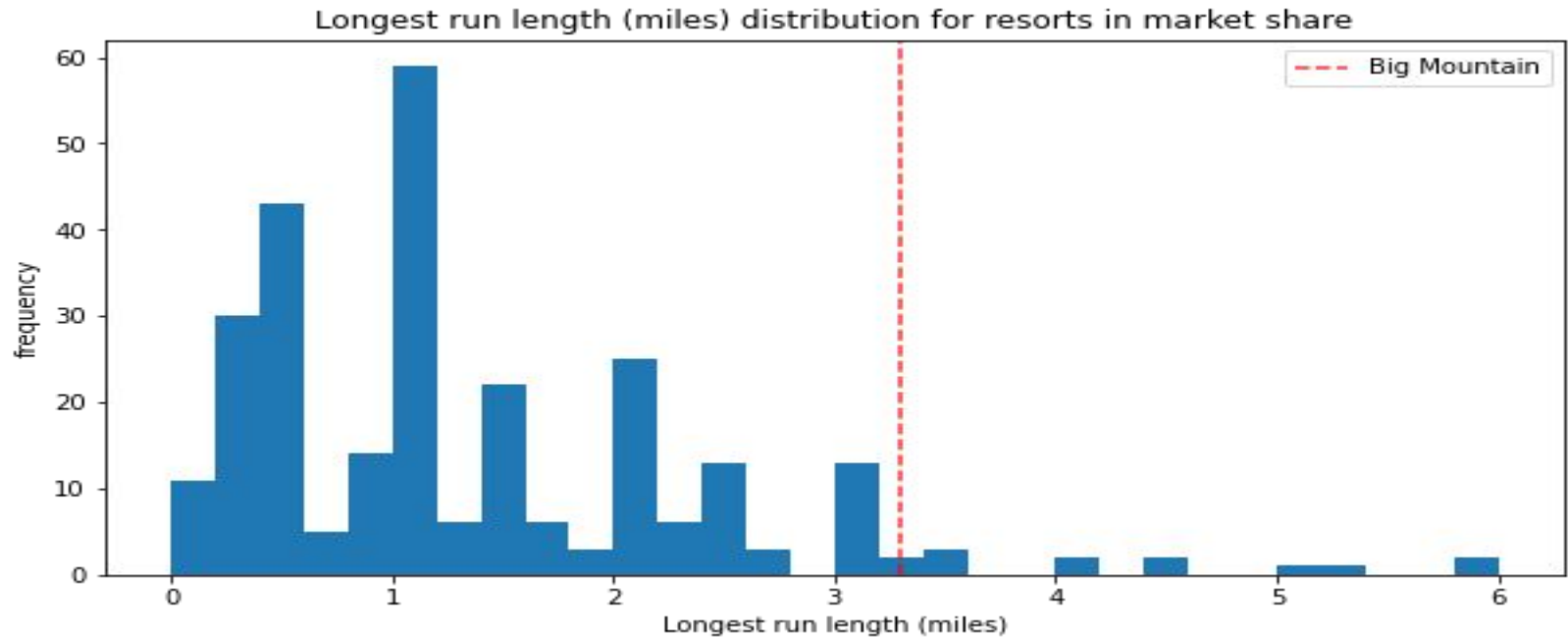
Big Mountain (total number of chairs)



Adult weekend ticket price



Longest run length





Recommendations Summary

Big Mountain resort compares favorably with its competitors, in terms of the different features that have a impact on adult weekend ticket price, and can support raising the ticket price above the current levels.

The model would support setting the ticket price to just below the 83 USD range to still be priced at the market rate for the park.



Future Scope of work

- Investigate what features to add.
- Figure out the price change and PV/FV of cash flow
- Determine what happens if competitors change pricing.