

Big Mountain Resort: Ticket Pricing Optimization

Executive Analysis and Recommendations

Business Problem

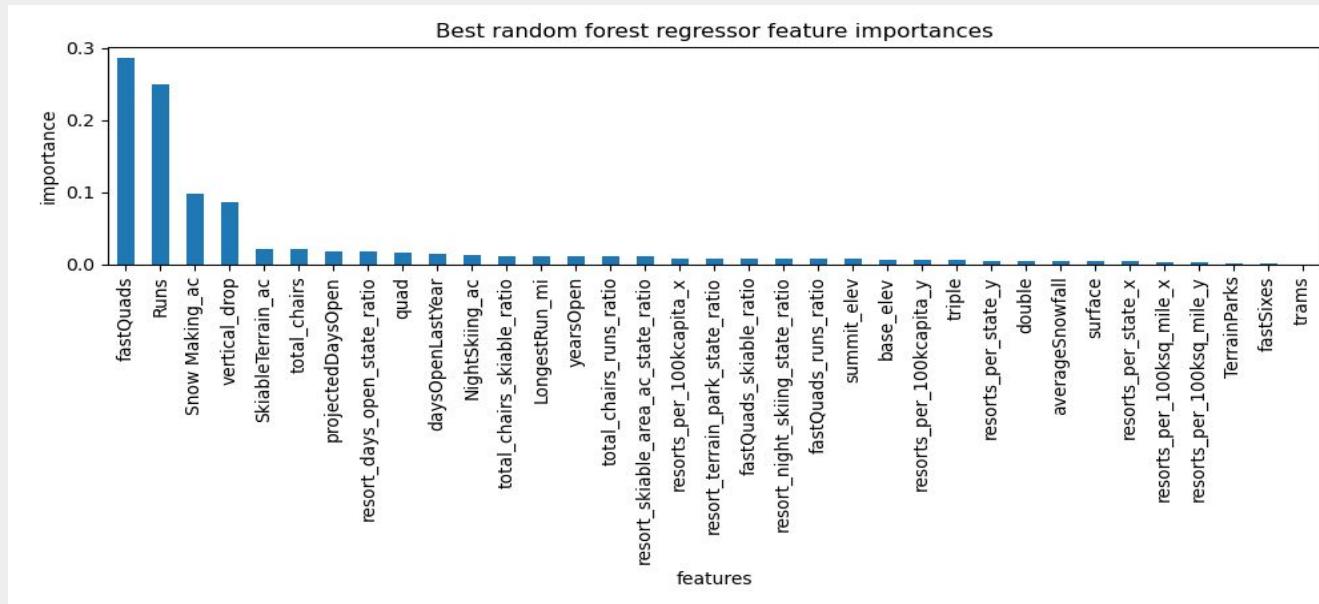
- How can Big Mountain Resort optimize ticket prices relative to other resorts?
- Recent \$1.54M chairlift investment; goal to cut costs without hurting revenue
- Analysis must be ready for next ski season
- Use statistical and data science methods to determine optimized ticket price and scenario impacts

Recommendations and Key Insights

- Increase ticket price to **\$88–\$98** → revenue increase of \$12.25M–\$29.75M per season
- **Adding a run + increasing vertical drop + new chair lift** → potential additional price increase of **\$1.07**
- **Proceed cautiously with run closures** → predicted negative impact on ticket price and revenue
- Make predictive model **accessible via web or CLI** for scenario testing

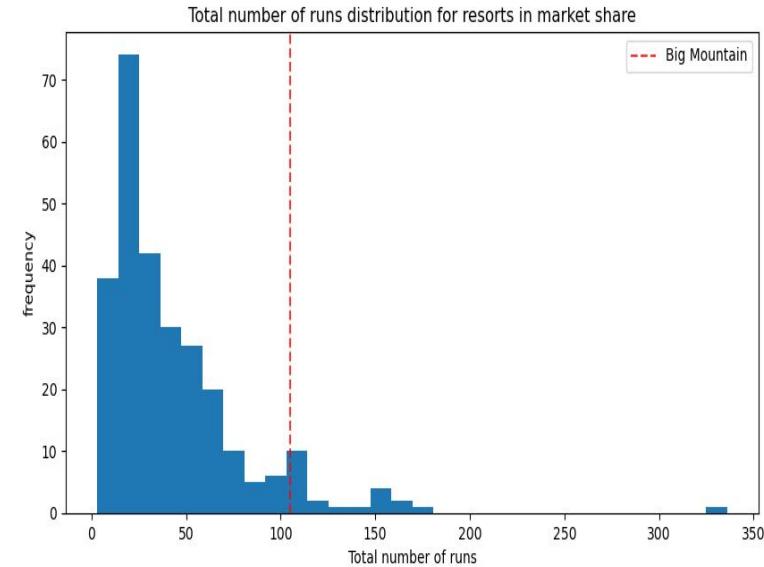
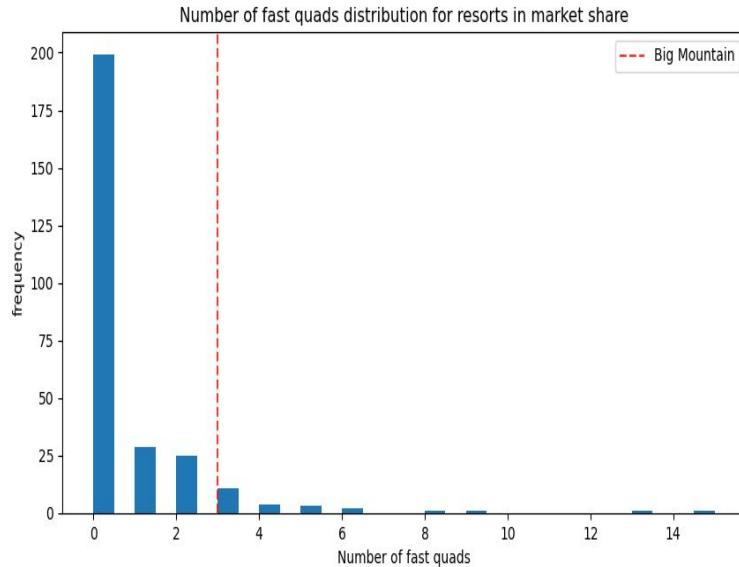
Key Features Driving Ticket Price

- Feature importance shows which resort characteristics most impact ticket price
- Executives can focus investments where they will have the largest effect



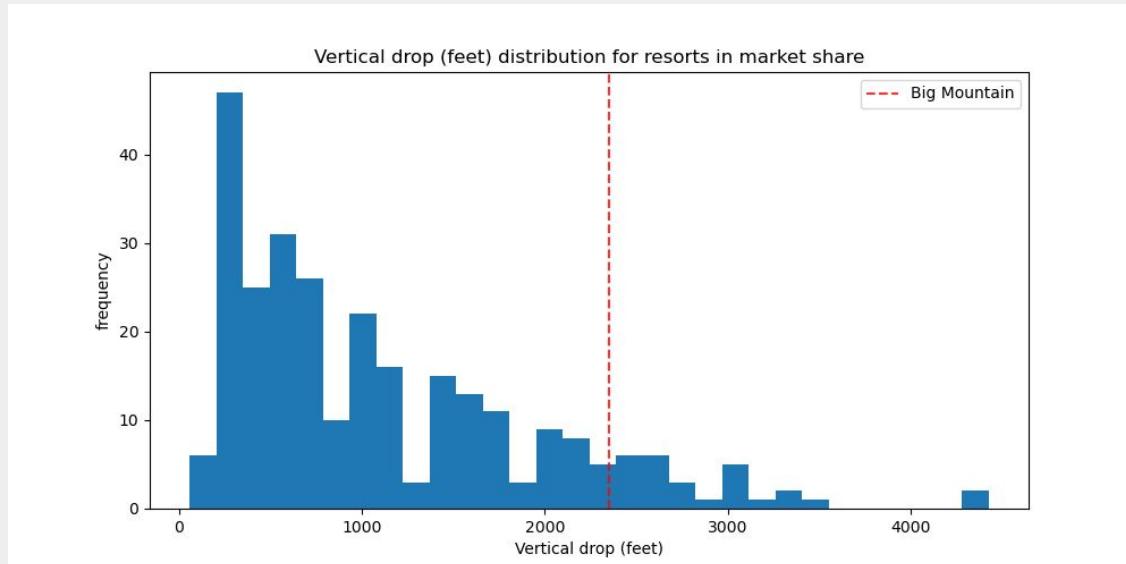
Big Mountain Performs Strongly on Key Features

- Strong performance in positive features: **number of fast quads, total runs, total chairs, and area covered by snow makers**



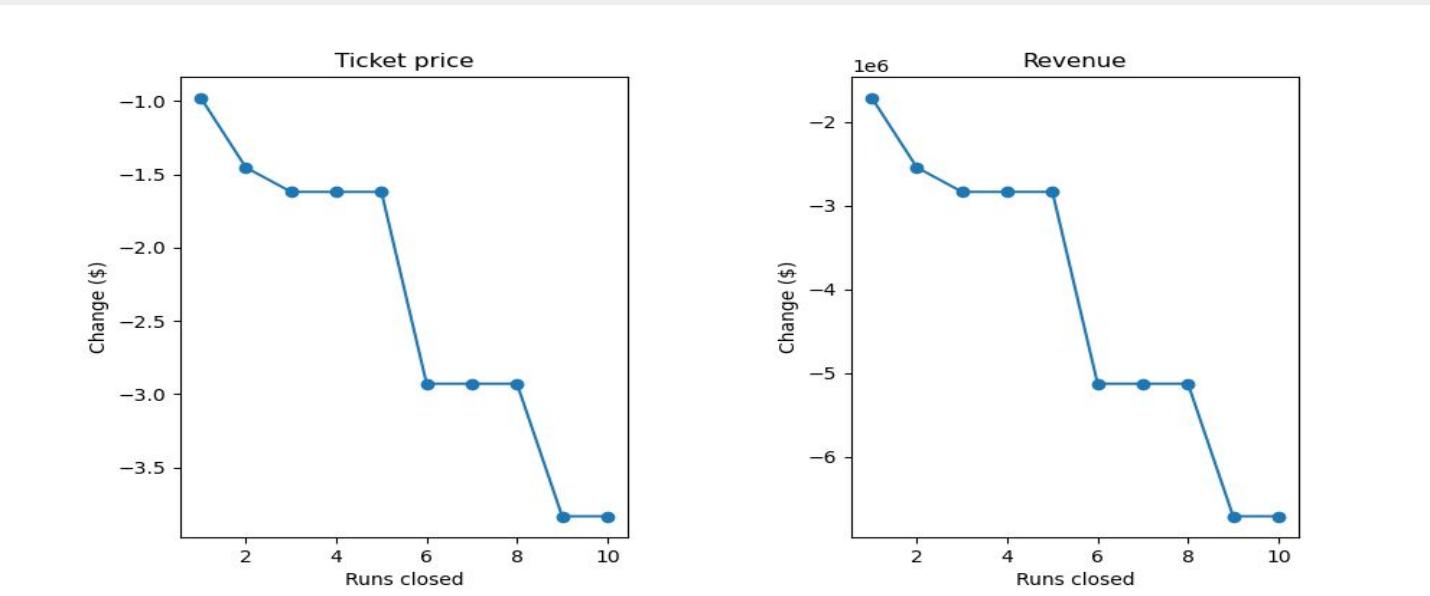
Vertical Drop is a Key Upgrade Opportunity

- Vertical drop is a meaningful predictor of price in the model
- Big Mountain is *not exceptional* in vertical drop compared to peers



Impact of Run Closures on Price and Revenue

- Closing runs negatively affects ticket price and revenue
- Important for strategic decisions on cost-cutting measures



Summary and Next Steps

- Ticket price recommendation: **\$88–\$98**
- Strategic upgrades (run addition, vertical drop, chair lift) can increase revenue further
- Avoid run closures that reduce revenue
- Model should be operationalized for easy scenario testing
- Additional data (upgrade costs, other amenities) could refine strategy further