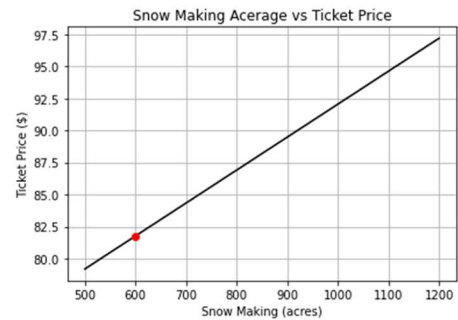


Whitefish Mountain Resort Project Summary

Recommendations

The predicted price of adult weekend tickets using the resort's current features is \$81.77, which is very close to the actual price of adult weekend tickets (\$81.00). Rounding up to the nearest whole dollar, the resort can immediately adjust their adult weekend ticket price to \$82.00.



If the resort would like to justify further price increases, it is recommended that management focus on increasing the snow making acreage and the number of runs, in that order. Price was predicted for increases in each characteristic while holding other metrics constant. Justified price increases are plotted in the figures to the right. The current resort values for the two metrics are displayed as the red dots.



Methodology

The recommendations were discovered using two multiple linear regression models. The first model was constructed by simplifying the dataset from what was provided, removing all traits inherent to the mountain. This allowed focus on the traits that management can change and predict which would have the most significant effect upon the pricing of adult weekend tickets. The second model considered both alterable traits that management can improve upon, and inherent features of each mountain, such as state, elevation drop, and snowfall. This model is used to predict the price as accurately as possible.

Unanswered Questions

The price sensitivity of consumers was not factored into these models. We still do not know how price increases will affect the number of resort visitors, and it is a major concern considering Whitefish Mountain Resort is priced higher than any other resort in Montana. Price drops could lead to higher revenue due to increased number of visitors. One possible solution to answer this question is to find historical versions of the same dataset we used to model, and couple it with a dataset tracking the number of visitors. That would allow us to see how price changes over the years affect number of resort visitors.

We also have yet to explore consumer behavior, specifically why consumers choose to go to Whitefish Mountain Resort over a competitor. Answering this question may allow the resort to increase their number of visitors, offsetting decreased numbers caused by price increases. A consumer survey could answer this question and may also help answer the previous question as well.