



FROM COLD PEAKS TO PEAK PROFITS

THE DATA DRIVEN ASCENT OF BIG MOUNTAIN RESORT



PROBLEM STATEMENT



How can Big Mountain Resort (BMR) maximize its growth potential through a customer-focused pricing strategy that:

- ▲ Accommodates for its present 350,000 annual customers
- ▲ Reflects the diversity of its patrons and excursions

AGENDA



Objects with this hummingbird icon you can hover over in slideshow view



RECOMMENDATIONS

Key Findings



MODELS

Data Analysis



SLIDERULEBMR©

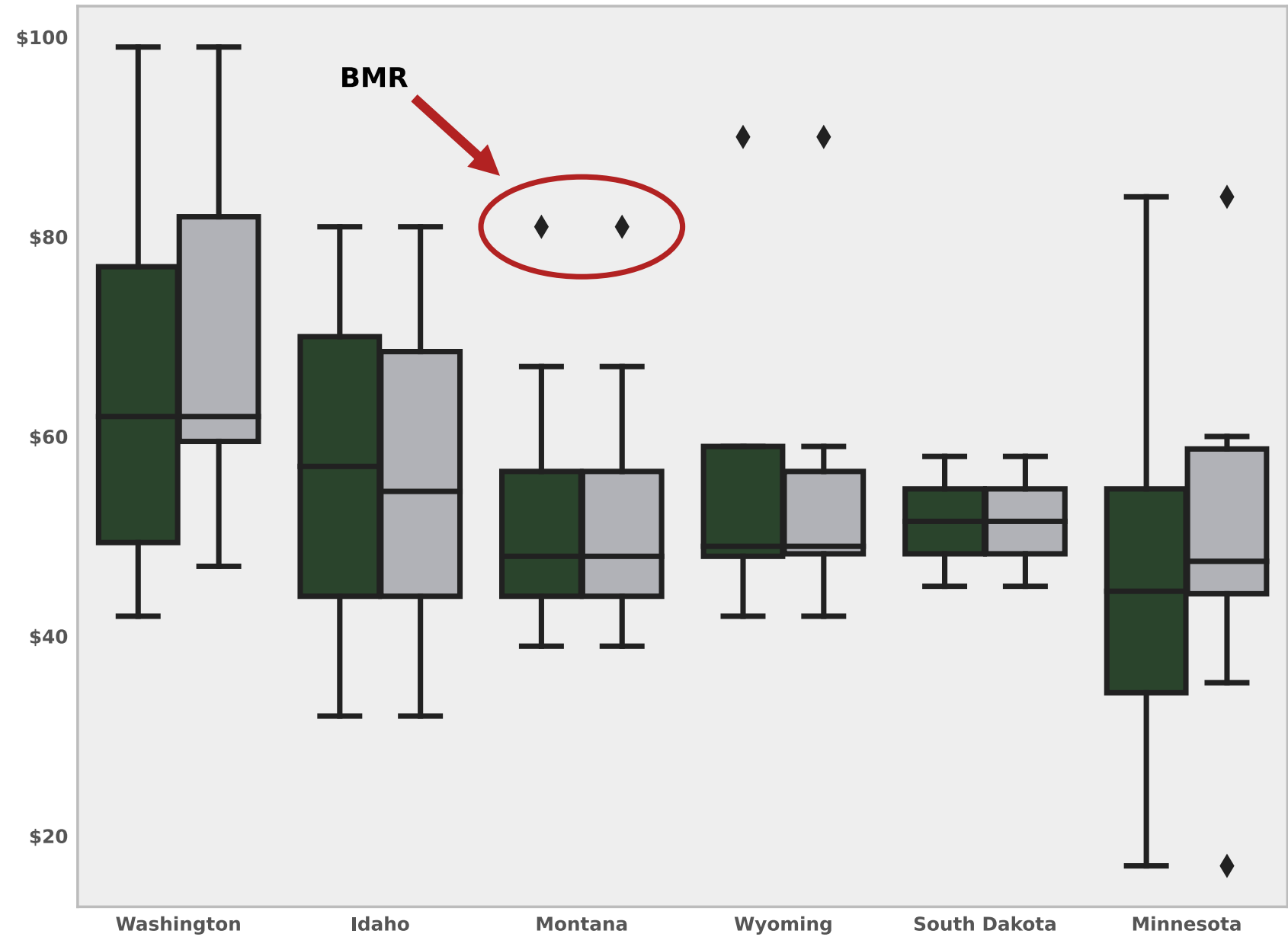
WhatIf Estimator



RECOMMENDATIONS

Key Findings

Ticket Prices for Weekdays and Weekends of Montana and Neighbors



PRICE
BMR is NOT at the upper limit here



ADDITIONS
Vertical distance increase of 150ft supports a ticket price increase.



SUBTRACTIONS
Lessening the number of runs decreased the ticket price from the model by varying amounts

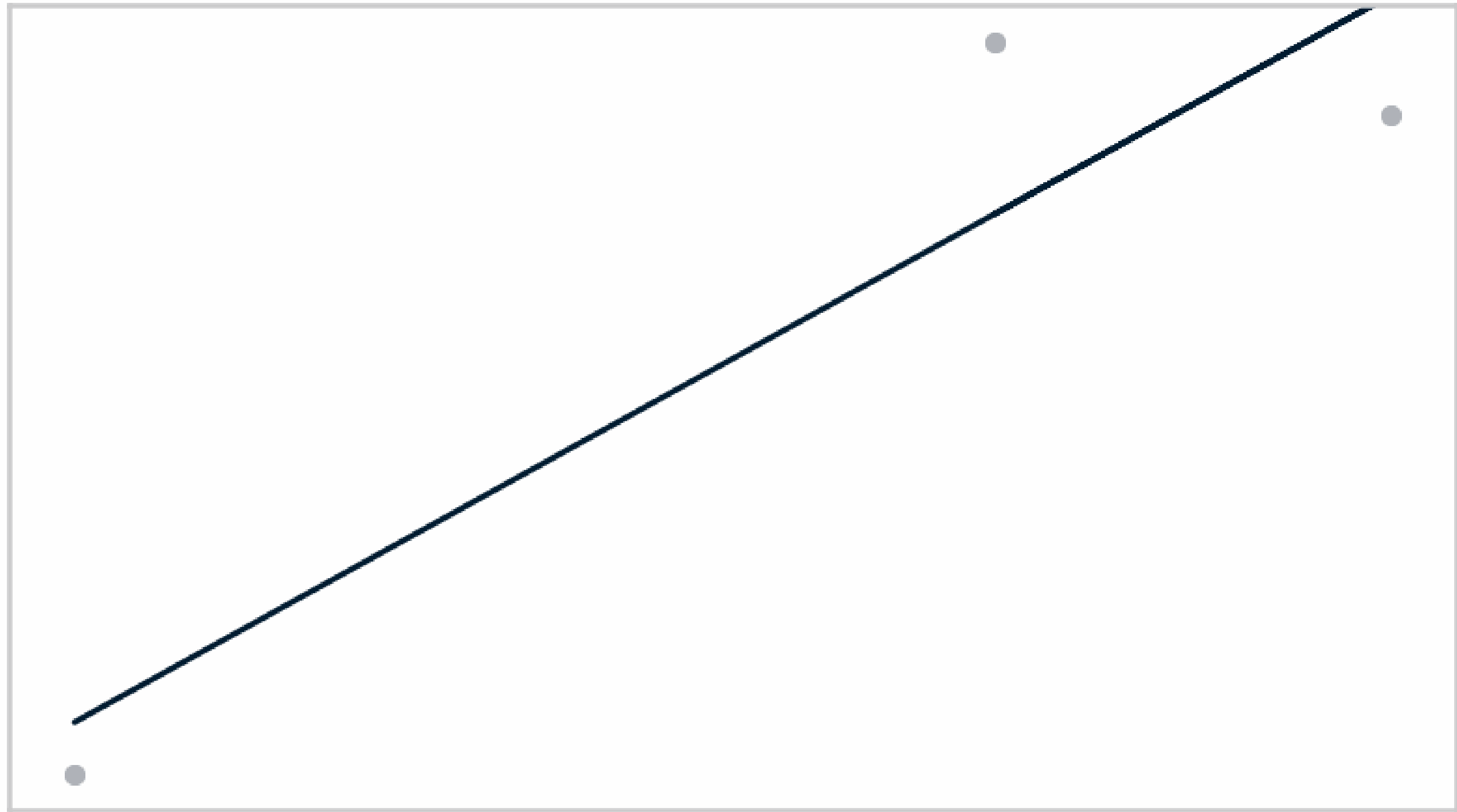


MINIMAL EFFECT
Snow coverage did not have any effect on ticket price from the model for as much as +/- 5 acres

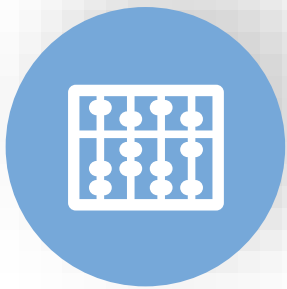


MODELS

Data Analysis



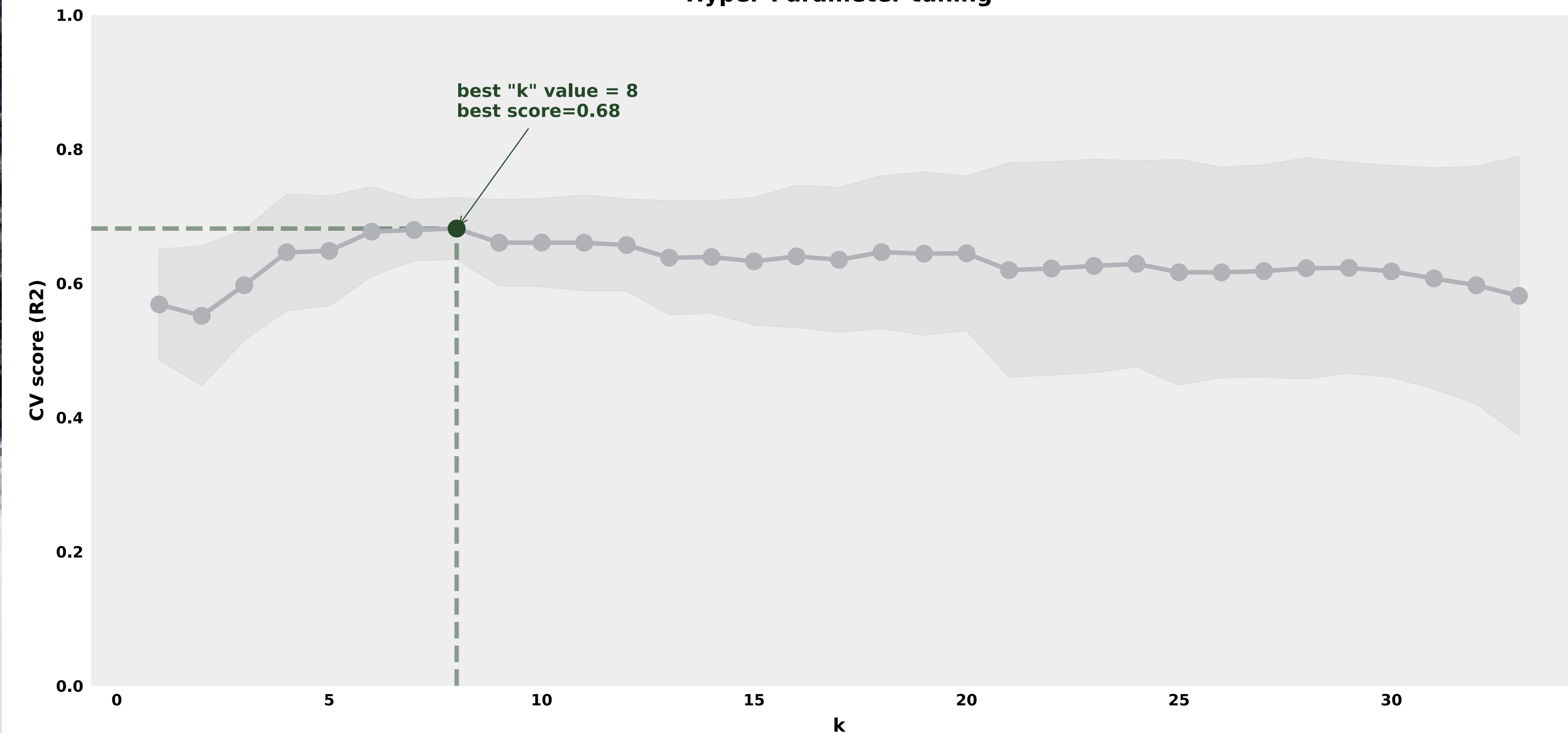
TUNING
Tweaks were made from an initial baseline



FEATURES
Found the influence certain features had on the price

IMPORTANT EXCURSIONS

Hyper-Parameter tuning

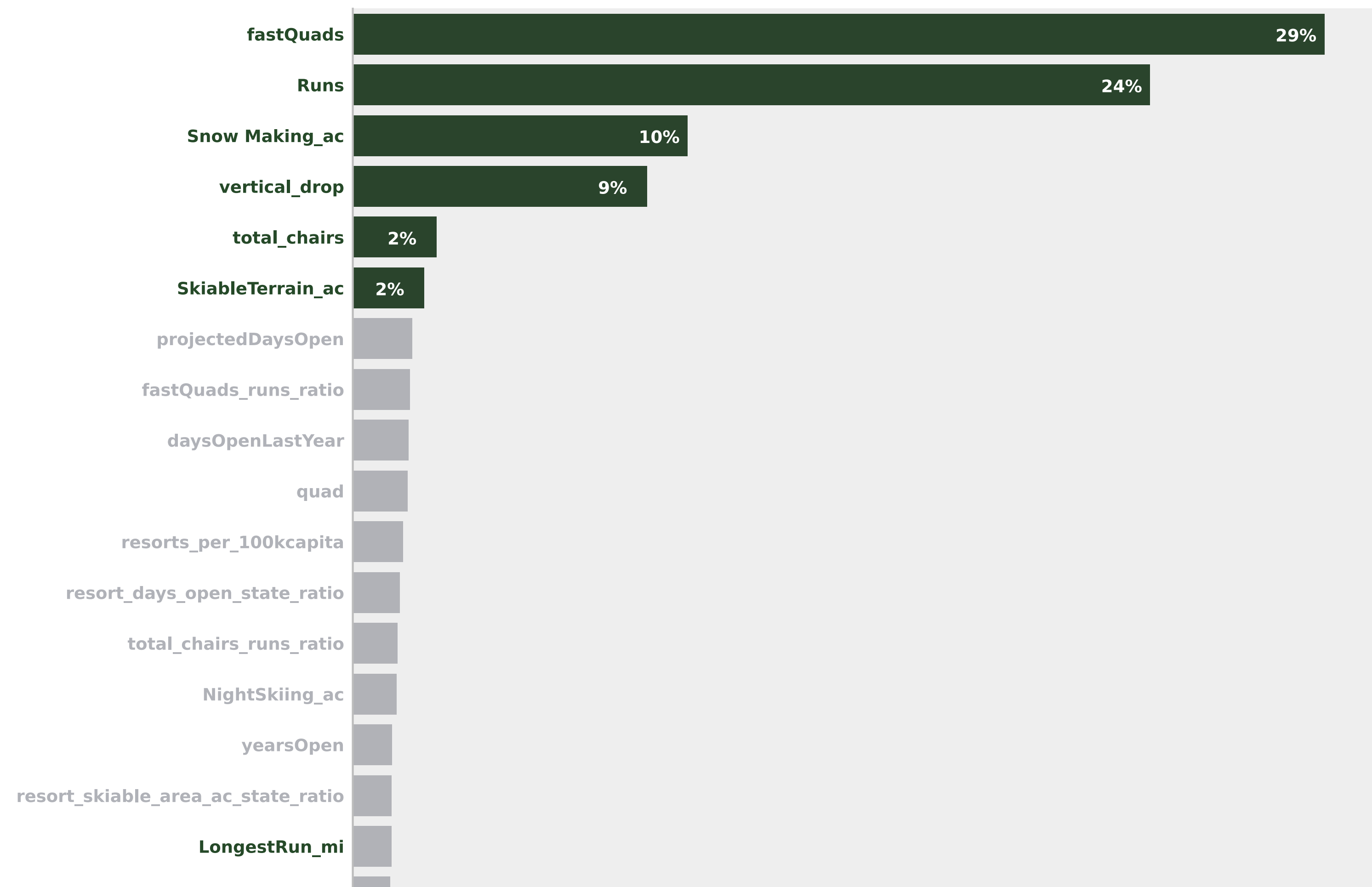


Although we had 33 features, with the Linear Regression model, using just 8, got a similar mean score as using 33 with much less variance.

IMPORTANT EXCURSIONS

The SelectK 8 features mostly agreed with the top feature importance in the Random Forest model. The SelectK 8 features are highlighted on the axis

Feature Importances From Best Random Forest Regressor

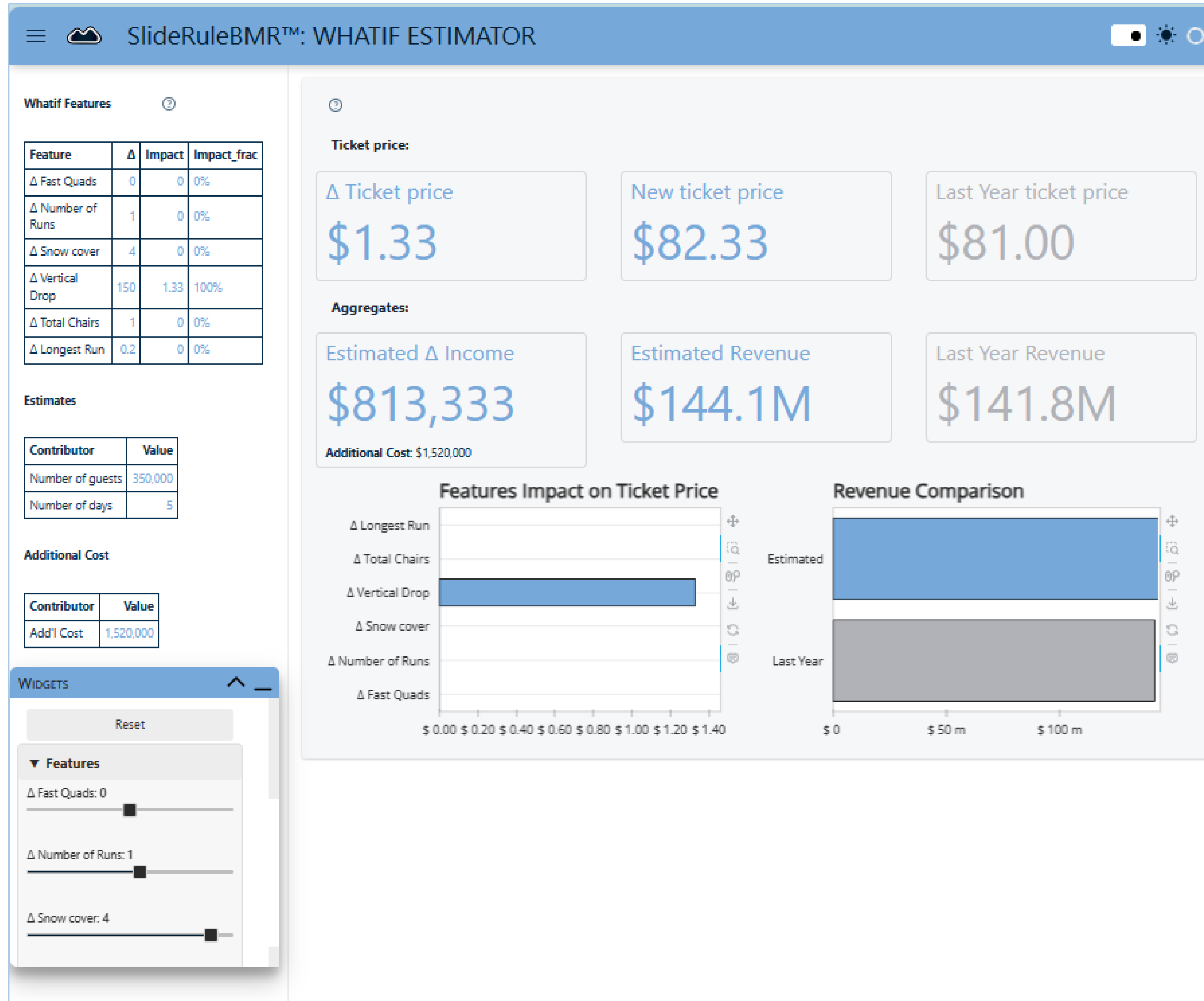




HOVER TO
RETURN TO
LAST SLIDE

SLIDERULEBMR©

WhatIf Estimator



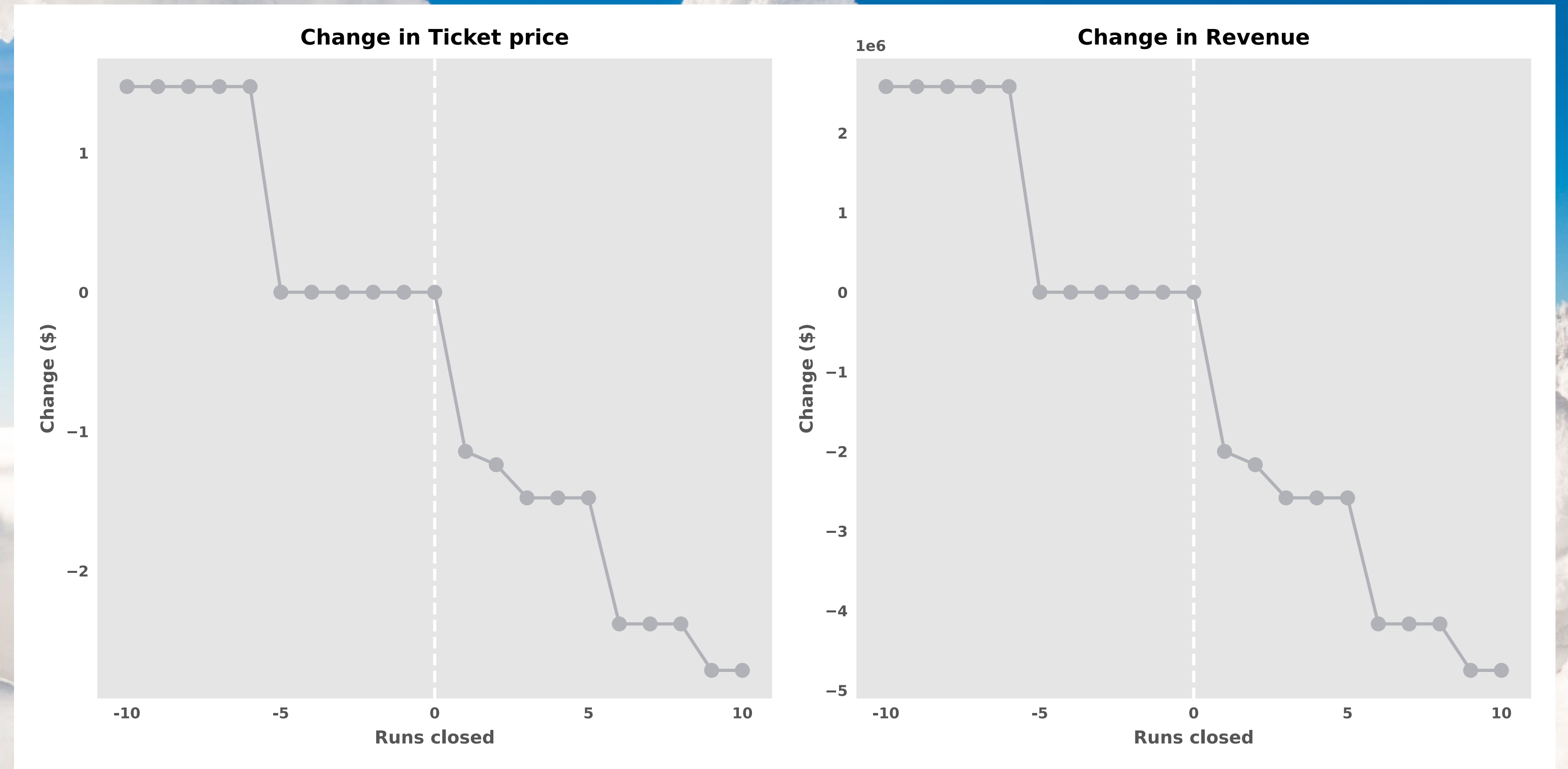
WHATIFS SCENARIO



[Link to app by clicking icon above](#)
OR
[Click anywhere in this box to get to it.](#)

[This will open the app in a browser window.](#)

[SlideRuleBMR: WHATIF ESTIMATOR \(bmr-
oedrrbqiu2q-yp a run app\)](#)





SUMMARY

- ▲ With use of their data, Big Mountain Resort can model the business to capitalize on any additional feature
- ▲ With use of this model, Big Mountain Resort can grow the business more strategically to maximize profit with customer-centered ticket price.

*Special thanks to
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