Big Mountain Resort Ticket Profitability

In Montana Big Mountain Resort’s executive board suspects that they are not maximizing their profitability in the current ticket prices ($81.00/ticket) they have set. Part of the issue is that they are unsure of which of their facilities attracts the most visitors. A predictive pricing model is needed to determine whether Big Mountain’s ticket prices are competitive for what they can provide; and identify which aspects of the resort to invest in more to maximize profits.

Data from 330 United States ski resorts were aggregated for analysis across 27 characteristics. Since pricing is the main purpose of this predictive model, any resort missing pricing data was immediately dropped. Additionally, data was much more accessible for weekend pricing so the weekday pricing was not considered for the model. After cleaning up rows with too much missing data and irrelevant columns, 277 resorts remained across 25 characteristics.