

Big Mountain Ski Resort- Data Analysis

Summary of key findings



Problem statement

- Capitalize on ski resort features to estimate a fair value for ticket price
- Identify opportunities for cost reduction.

Key Findings

- Estimated ticket price from data analysis : \$95 with a margin of error of \$10.
- Identified dominant ski resort features to support ticket price increase.
- Identified opportunities for operating costs reduction and revenue increase.

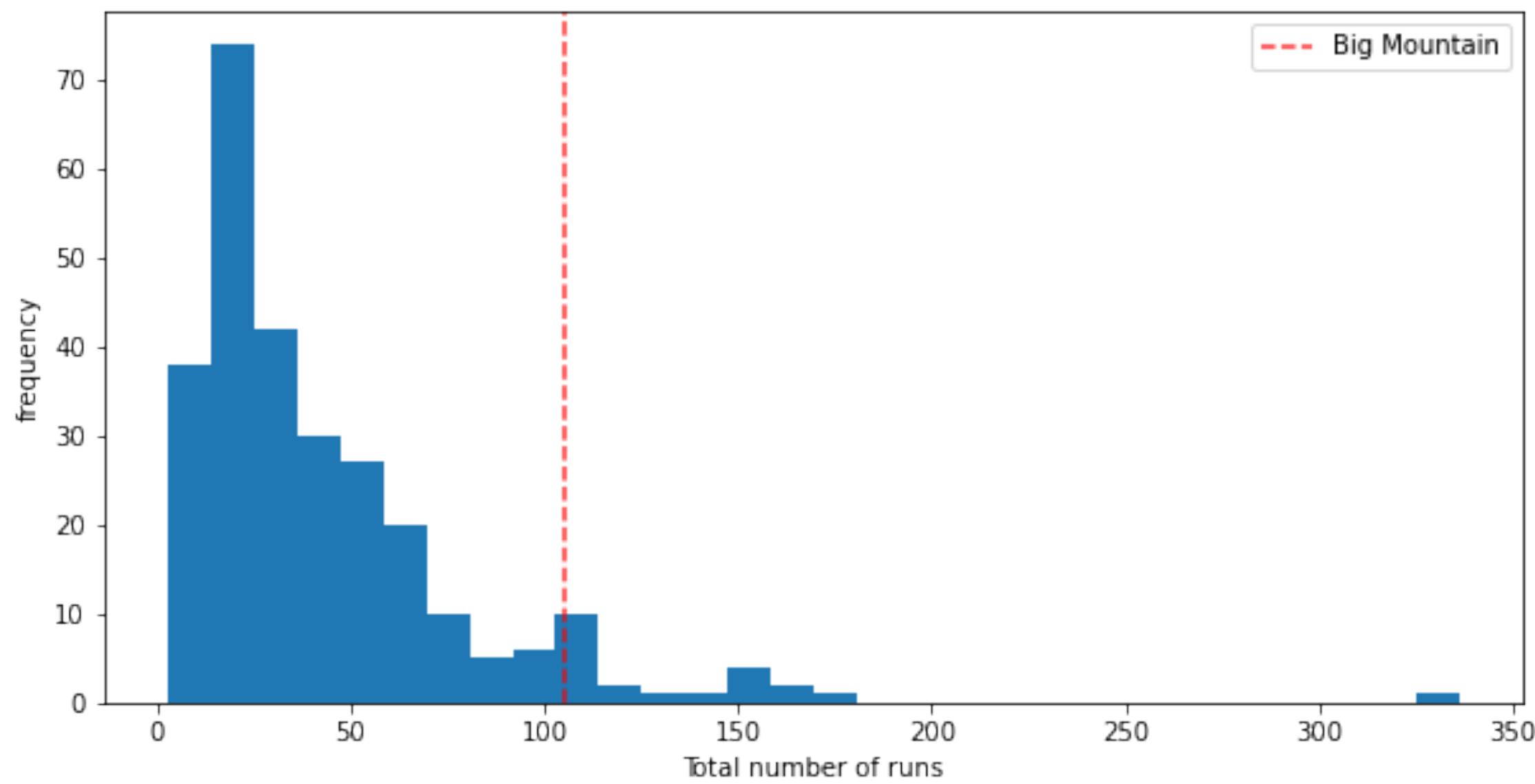
Results and Analysis

- Price Estimation:
 - Modelled resort price : \$95.87 with a margin of error of \$10.
 - Potential room for a price increase from current value of \$81.
- Price estimation assumptions :
 - Fair pricing by other resorts
 - Resort operating costs and typical visitor count not available and hence not included.

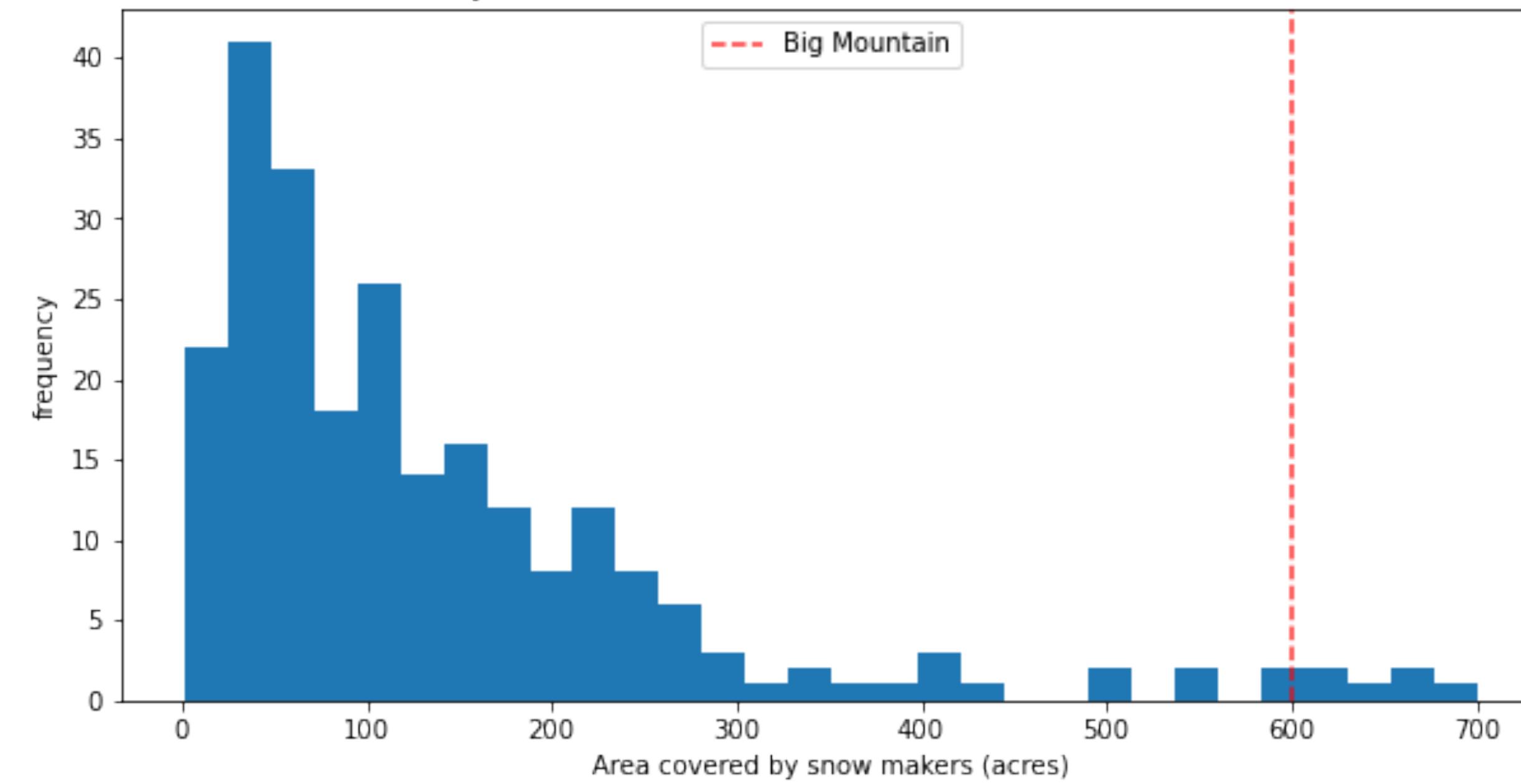
Model Results and Analysis

- Primary resort features that can contribute to a increase value of ticket pice:
 - Vertical Drop
 - Snow Making Area
 - Fast Quads
 - Runs

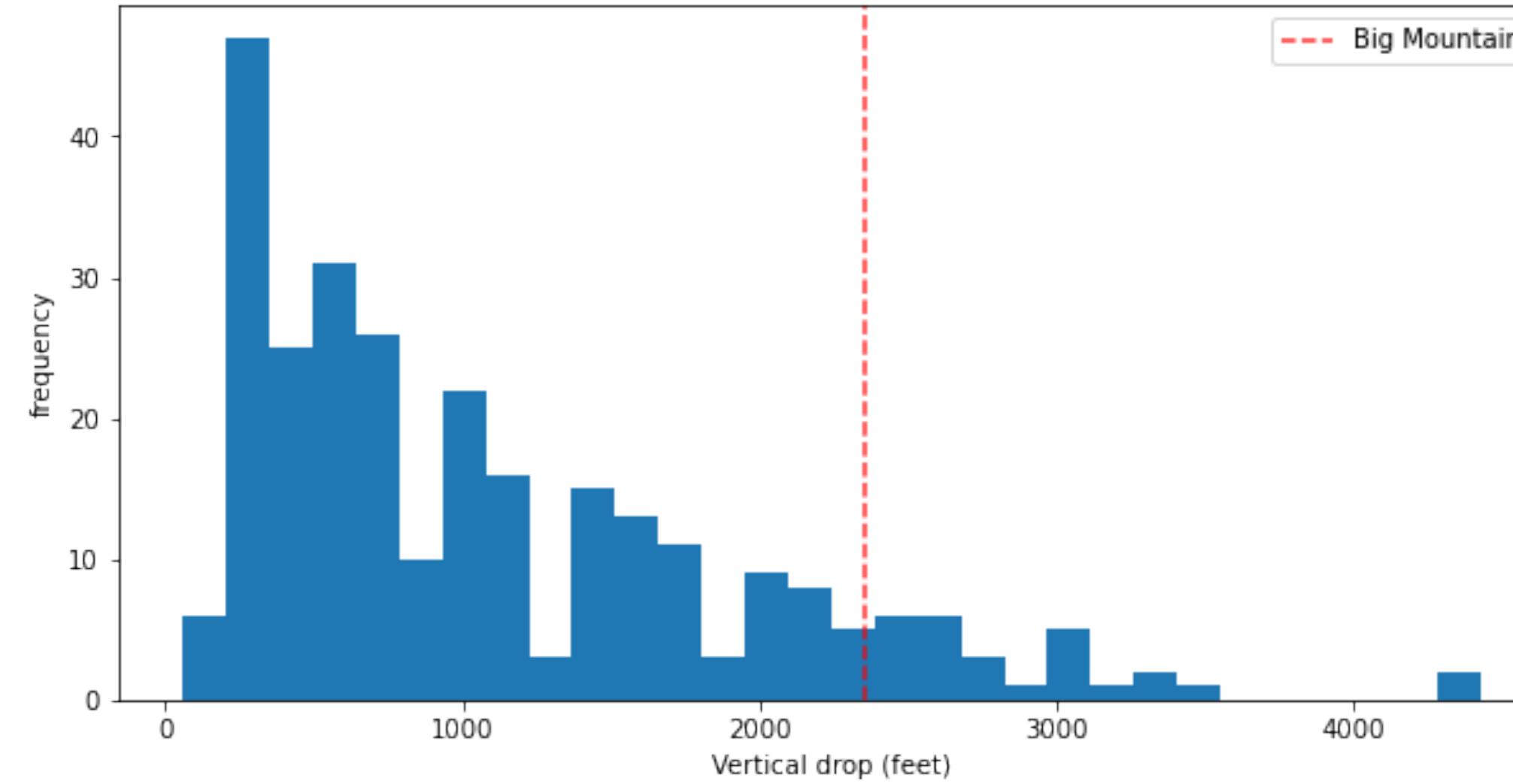
Total number of runs distribution for resorts in market share



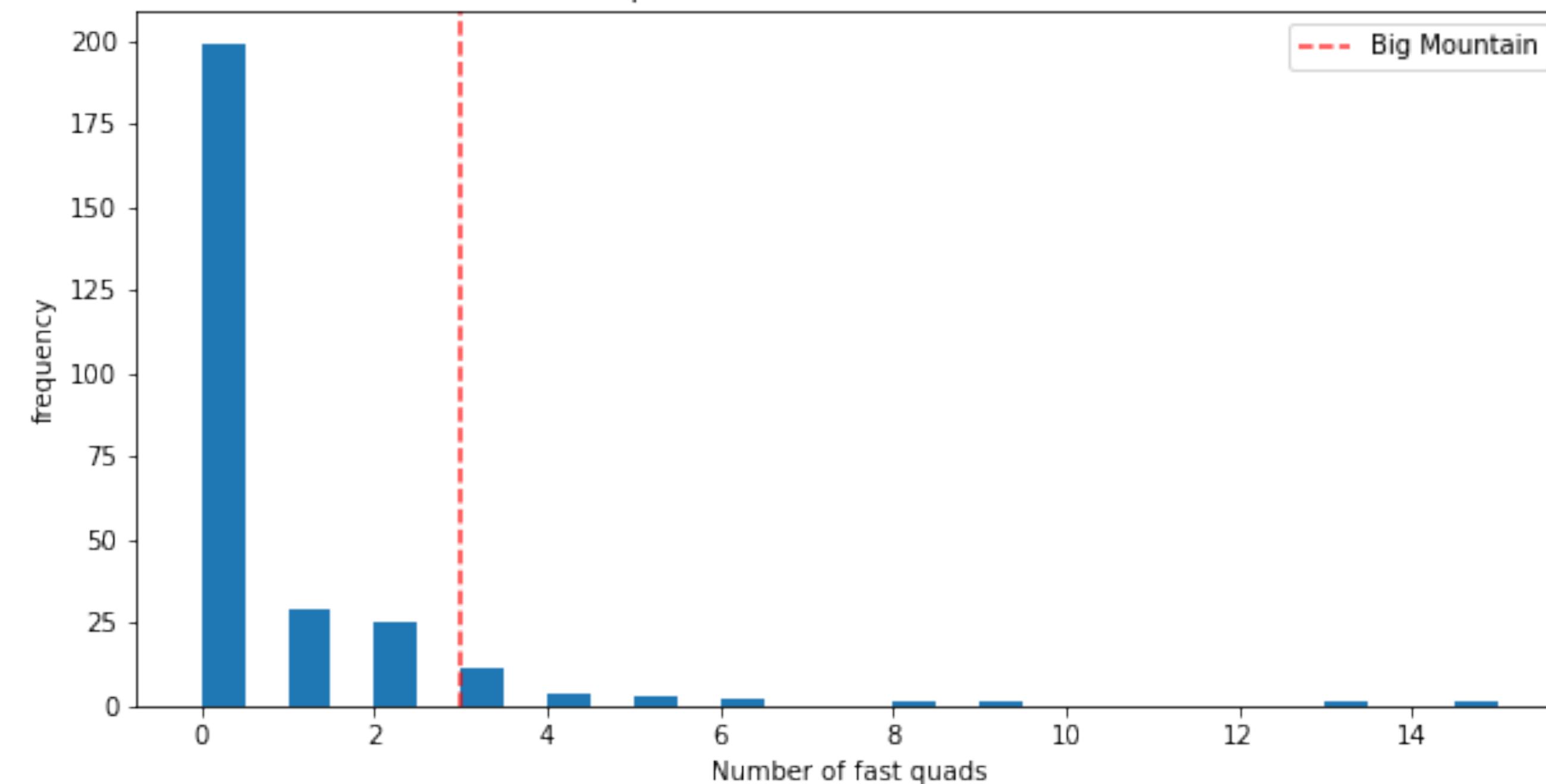
Area covered by snow makers (acres) distribution for resorts in market share



Vertical drop (feet) distribution for resorts in market share



Number of fast quads distribution for resorts in market share



Test Case Scenarios

- Case 1- Close 10 of the least used runs
- Case 2-Big Mountain is adding a run increasing vertical drop by 150ft, and installing an additional chair lift
- Case 3-Add 2 acres of snow making are in addition to Case 2
- Case 4- Increase longest run by 0.2 miles and additional snow making area by 4 acres.

Conclusion

- Big Mountain appears to have potential to increase its Adult Weekend ticket prices based on current data provided.
- Price can vary when considering impact of operating and maintenance costs.
- Ski resort features can be upgraded to see a potential increase in revenue by \$3.4M.