

Recommendations:

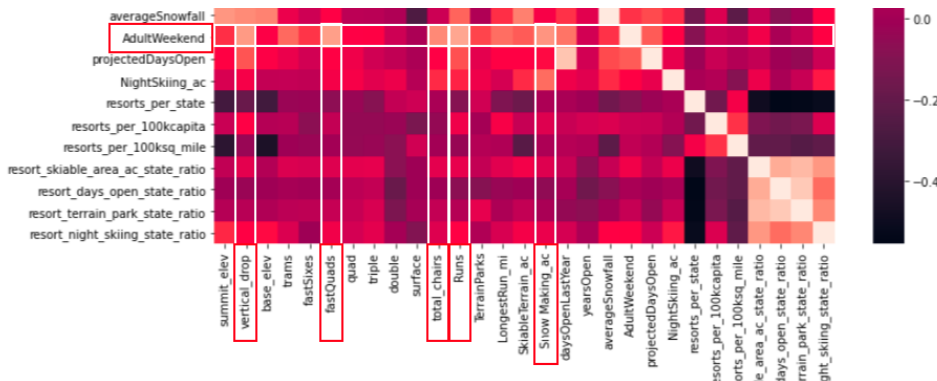
1. Big Mountain Resort modelled price is \$95.87, actual price is \$81.00.
2. Even with the expected mean absolute error of \$10.39, this suggests there is room for an increase.

Possible Scenarios:

1. Permanently closing down up to 10 of the least used runs. This doesn't impact any other resort statistics.
2. Increase the vertical drop by adding a run to a point 150 feet lower down but requiring the installation of an additional chair lift to bring skiers back up, without additional snow making coverage
 - a. In this scenario, Big Mountain is adding a run, increasing the vertical drop by 150 feet, and installing an additional chair lift.
 - b. This is a good approach but this will provide additional fee for the maintenance.
 - c. It may affect positively for the ticket price but may not be positive for the effectiveness for the resort.
 - d. Therefore, this is suggested right after scenario 1 has been tried.

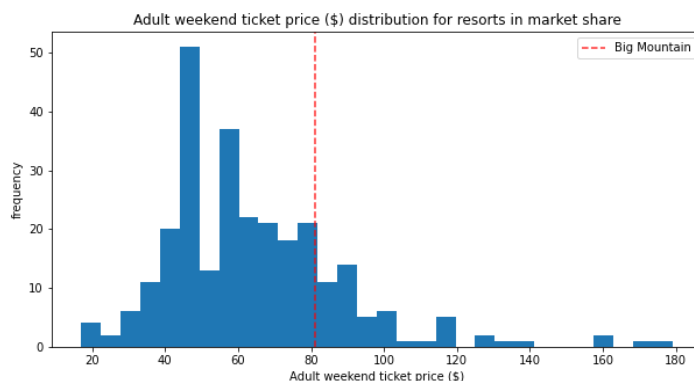
Key Features:

- Vertical_drop, Snow Making_ac, total_chairs, fastQuads, Runs, LongestRun_mi, trams, SkiableTerrain_ac



Current Pricing:

- AdultWeekend price is in top 54
- But amongst Montana, Big mountain resort has the highest ticket price.



Advantages:

1. One of the top Skiable terrain area, Longest run, number of runs, Fast quads, Snow making area, Total number of chairs
 - Vertical drop: top 30 (10%)
 - Snow making area : top 7 (2%)
 - Total chairs: top 17(7%)
 - fastQuads: top 19 (7%)
 - Runs: top 20 (7%)
 - LongestRun_mi: top 12 (4%)
 - SkiableTerrain_ac: top 5 (2%)

Details:

1. For the future improvements, reducing the least used runs will be helpful to bring the ticket and the revenue down a little bit. But closing down 1 to 4 will cut down the ticket price safely and might reduce the operation fee as well without affecting too much for the resort. If this was successful, the resort may reduce a bit more runs another 3 runs. This may effect to give enough budget to increase vertical drop by 150 geet and install an additional chair lift.

