

SPRINGBOARD GUIDED CAPSTONE:

BIG MOUNTAIN RESORT

CONTEXT

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OBJECTIVE

- ▶ Identify ways to recoup 1.5M in expenses this season, maintaining the current profit margin of 9.2%.

RECOMMENDATIONS

- ▶ An analysis of 276 ski resorts across the United States suggests that BMR has the opportunity to increase profits by **\$3,474,638** by increasing ticket price by **\$1.99/ticket**.

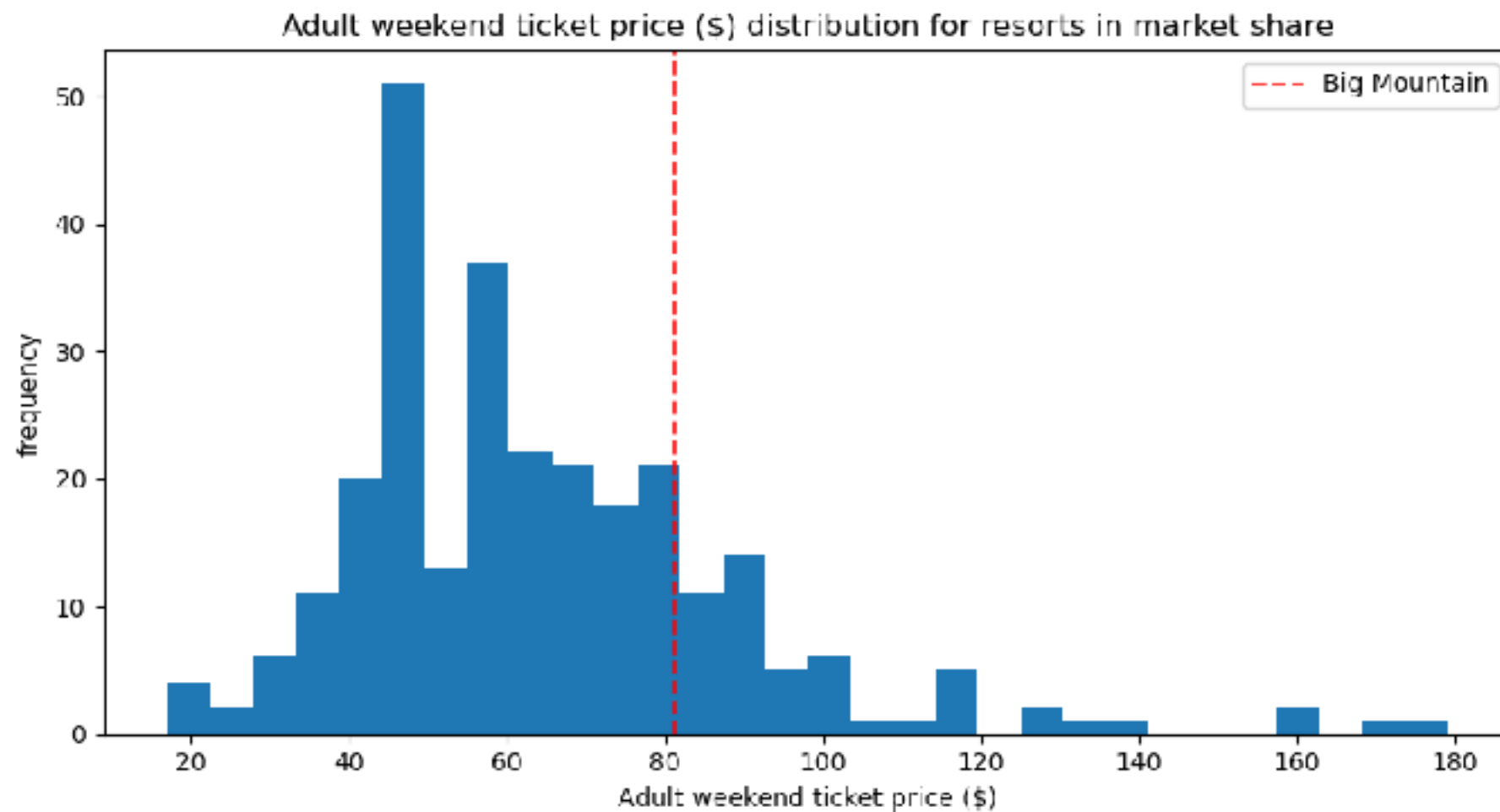
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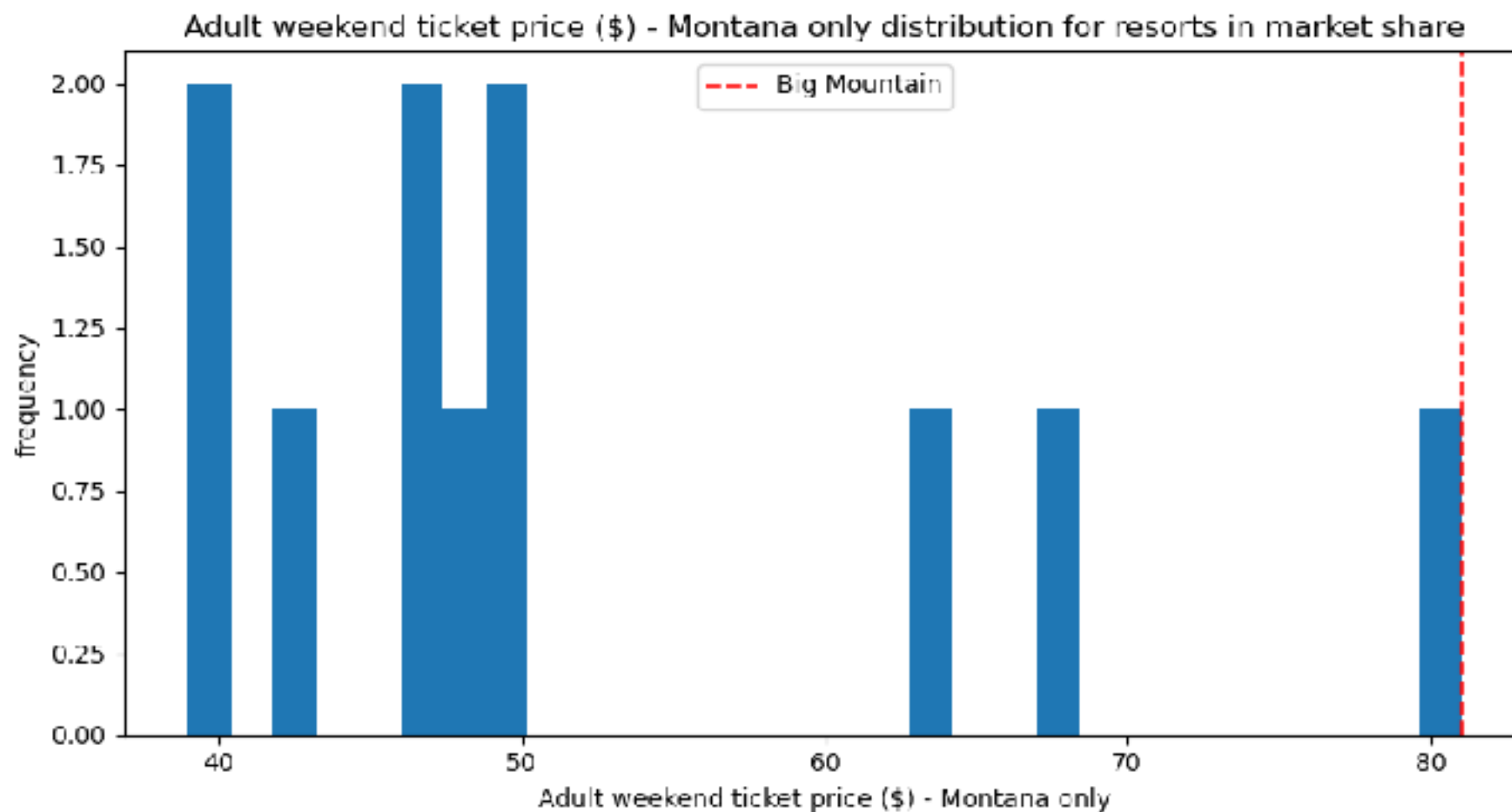
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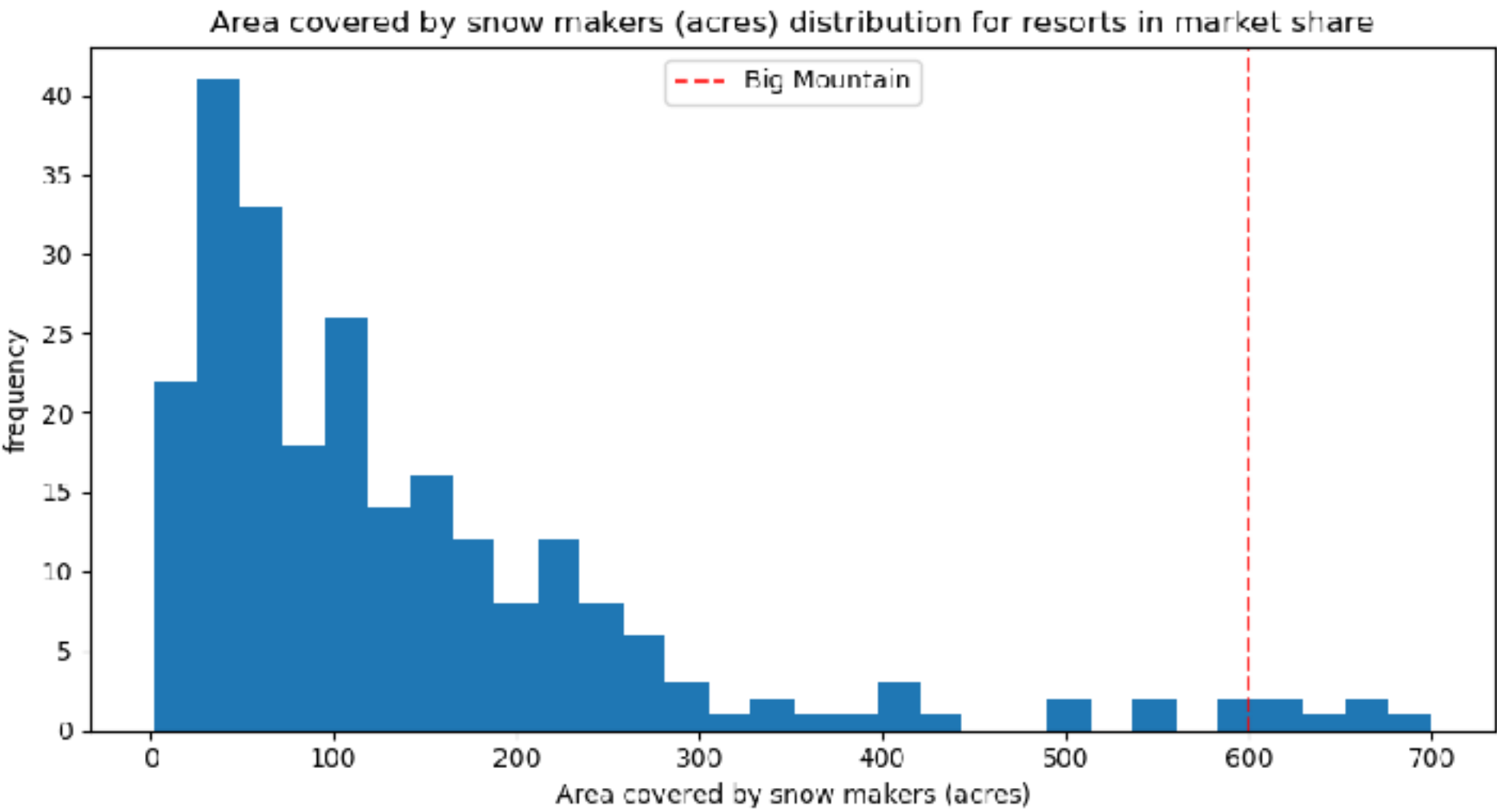
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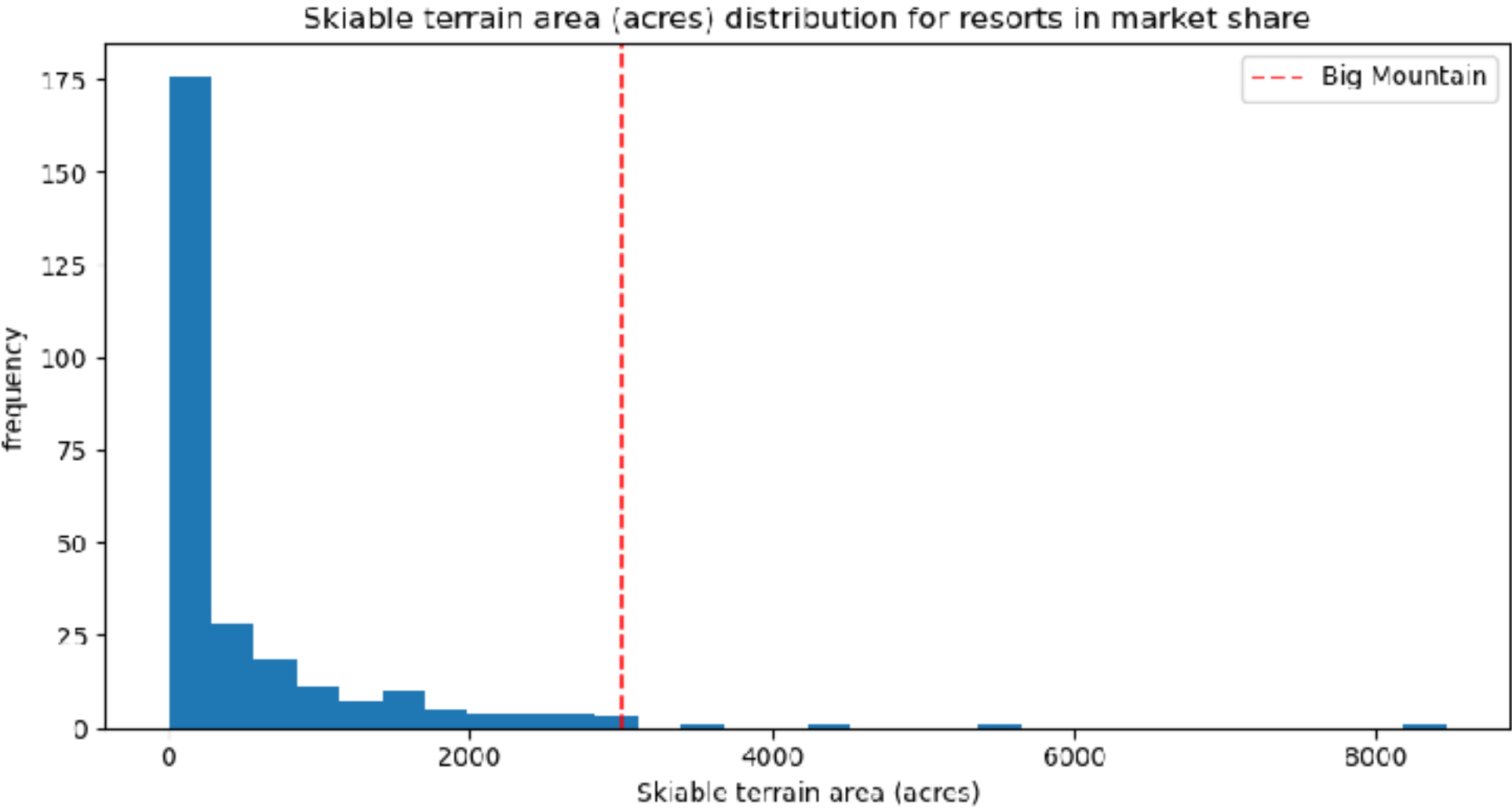
RESORT FEATURES

- ▶ BMR ranks highly among resorts nationwide in several key features, including:

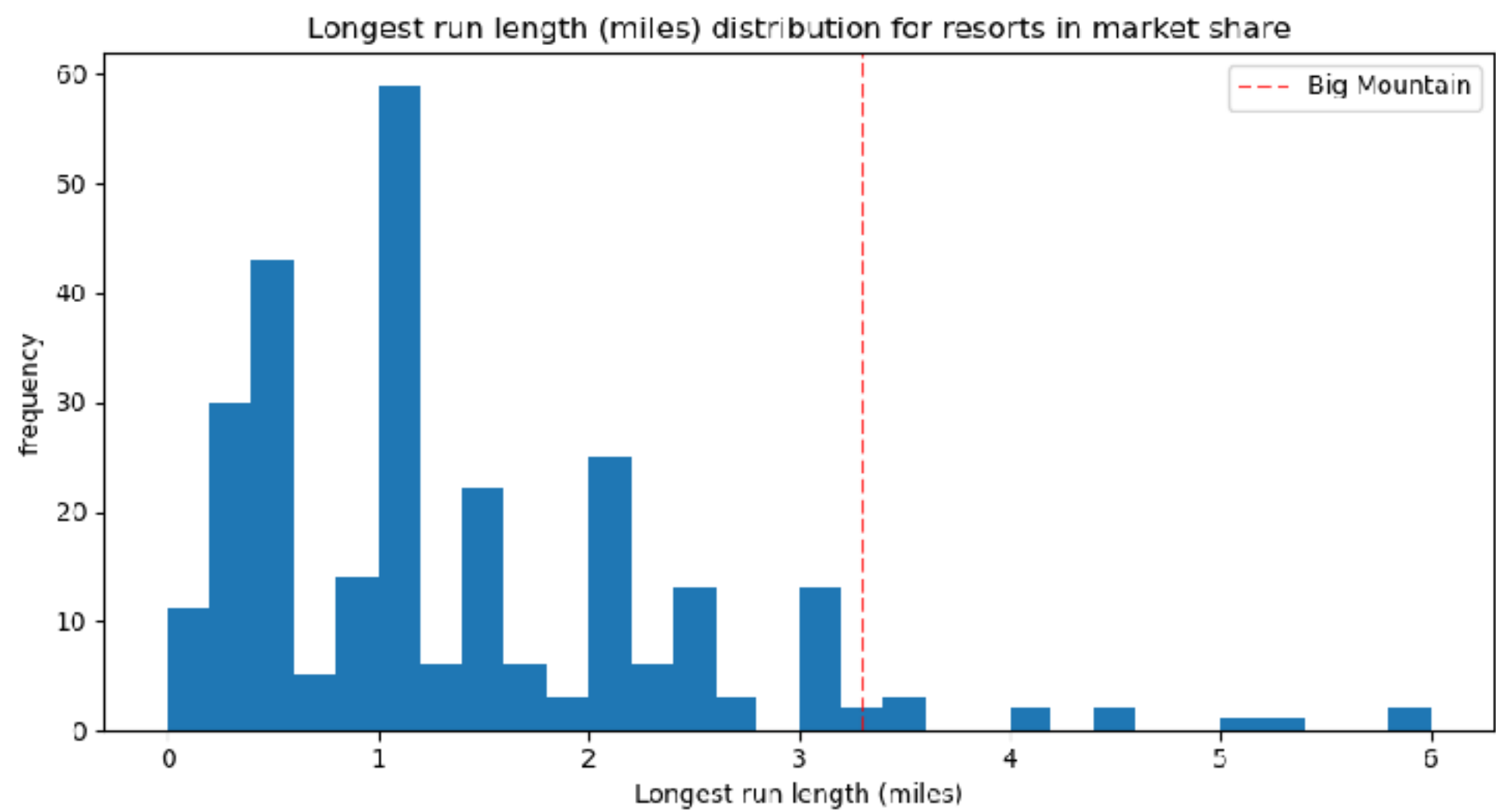
SNOWMAKING AREA



SKIABLE TERRAIN



LONGEST RUNS



PREDICTED PRICE: NO ADDITIONAL IMPROVEMENTS

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PREDICTED PRICE: NO ADDITIONAL IMPROVEMENTS

- ▶ Based on the features and prices of 275 resorts nationwide, our model predicted a weekend ticket price of **\$95.87, +- \$10.39.**
- ▶ The current ticket price is **\$81.00.**
- ▶ **This suggests that there is room to increase prices, without requiring additional improvements.**

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The following improvements resulted in a predicted ticket price increase of \$1.99, for a total of **\$3,474,638**:

- ▶ 1 additional run
- ▶ Increasing highest vertical drop by 150 feet
- ▶ Adding 1 chair lift.

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- ▶ The size of the available data set (276) is relatively small, and the model had a mean absolute error of approximately \$10, which is a large number at this price point.

CONCLUSION

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