

Problem Statement Worksheet (Hypothesis Formation)

How does Big Mountain Resort increase its revenue by selecting better pricing strategy and which facilities are more important for their future investment plan?

1 Context

Big Mountain Resort is a ski resort located in Montana with 105 trails, 11 lifts, 2T-bars and 1 magic carpet for skiers of all levels. An additional lift chair has been added with operating cost of 1.5M this season. The business wants to have a guidance to select a better pricing strategy to increase revenue and find out which facilities are more important to increase the revenue.

2 Criteria for success

Find out which facilities are more attractive to visitors who would like to pay more and then increase the Resort's revenue.

3 Scope of solution space

Increase the ticket price of some more popular facilities won't risk alienating customers within Big Mountain Ski Resort.

4 Constraints within solution space

It is assumed no other factors/changes would be in to affect the pricing and facilities of Big Mountain Resort in the next following years.

5 Stakeholders to provide key insight

Director of Operations: Jimmy Blackburn
Database Manager: Allesha Eisen

6 Key data sources

A single csv file of 330 resorts in the US, including Big Mountain Resort.