

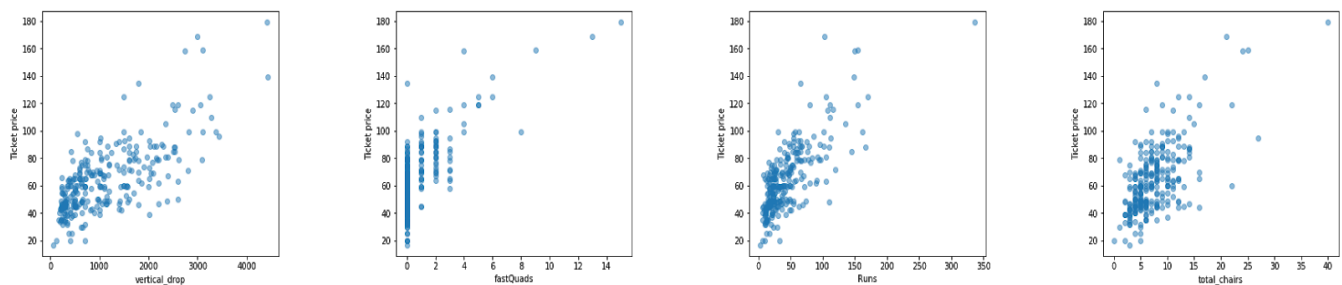
Alberto Lopez

Guided Capstone Project Report

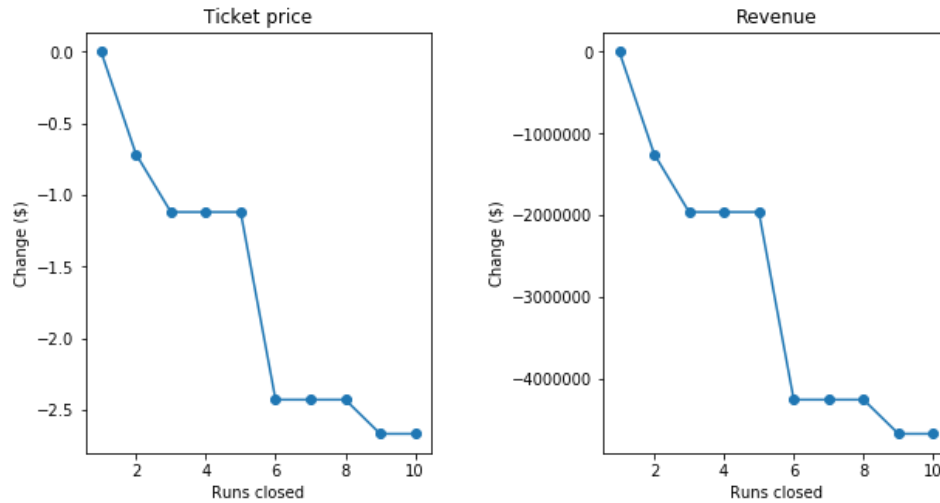
SpringBoard

December 10th, 2020

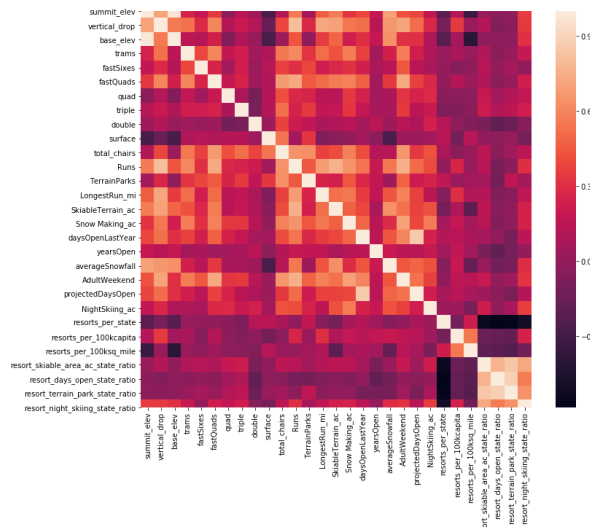
Throughout the entire process we have been trying to reach which facilities would be able to affect the ticket prices. When looking at the data columns we were overwhelmed with where to look and what to work with. Thankfully, our data analysis has helped to demonstrate that these four features, vertical_drop, fastQuads, Runs, and total_chairs have the most correlation to ticket prices. The four demonstrate that affecting one of the values would bring change to the price of a ticket.



When given scenarios to simulate with our final model, there is more information found on where to look for change. Unfortunately, limited information has limited the model to working as efficiently as possible. Recommendations that I would give to the company would be to follow the scenario of adding a run to a point 150 feet lower down and installing a new chair lift. The increase in chair cliffs would be able to give the business a chance to increase the ticket costs so that it can accommodate for its operational costs. The estimated yearly revenue, with a 60 cent increase, is over \$1M.



Another recommendation I can give is to not remove runs from the resort. According to my model this predicted a small decrease in ticket prices but it also predicted an overall large amount of decrease in revenue. My model presented the removal of more than six chairs as a big loss in revenue.



One final recommendation is that increasing the ticket price for nightly skiing would be a great way to make more money since it seems that skiing at night has a great correlation with ticket prices. With that in mind, the business has an opportunity to make more money when hosting events or remaining open after hours.