Big Mountain Resort and explore how various scenarios might impact pricing and revenue. The model predicted a ticket price of $93.14 compared to the actual price of $81.00, suggesting room for an increase even with a mean absolute error of $10.21. This report provides recommendations based on the findings and scenarios analyzed.

Key Feature, Findings and Recommendations-

Ticket Price Analysis:

The model predicted a ticket price of $93.14, whereas the actual price is $81.00.

With a mean absolute error of $10.21, there is potential to increase the ticket price to align more closely with the predicted price.

Recommendation: Consider gradually increasing the ticket price to approach the model's prediction while monitoring market response.

Vertical Drop:

Big Mountain has a competitive vertical drop but can still improve compared to other resorts.

Recommendation: Explore options to increase the vertical drop, potentially enhancing the resort's appeal to skiers seeking more challenging runs.

Snow Making Area:

Big Mountain ranks high in snow making, which is a significant competitive advantage.

Recommendation: Maintain and possibly expand the snow-making capabilities to ensure consistent and high-quality skiing conditions.

Total Number of Chairs:

The resort has one of the highest numbers of chairs, providing good lift capacity.

Recommendation: Continue to maintain and upgrade the chairlift infrastructure to minimize downtime and ensure efficient skier movement.

Fast Quads:

The resort is well-positioned with three fast quads, although there are resorts with more.

Recommendation: Consider adding more fast quads to further reduce lift wait times and improve skier experience.

Number of Runs:

The resort compares well with the number of runs, though there is room for expansion.

Recommendation: Evaluate the feasibility of adding new runs to increase the variety and options available to skiers.

Longest Run:

Big Mountain features one of the longest runs, which is a notable attraction.

Recommendation: Promote the length of the longest run in marketing efforts and consider extending it further if feasible.

Skiable Terrain Area:

The resort has a substantial amount of skiable terrain, ranking among the highest.

Recommendation: Highlight the extensive skiable terrain in marketing materials and consider expanding the terrain if possible.

Scenario Analysis-

Scenario 1: Closing Least Used Runs:

Permanently closing up to 10 of the least used runs without impacting other statistics.

Recommendation: Proceed with caution, ensuring that the closures do not negatively impact the overall skier experience.

Scenario 2: Increasing Vertical Drop:

Adding a run to a point 150 feet lower, requiring an additional chairlift.

Recommendation: Consider this scenario as it can enhance the resort's appeal by increasing the vertical drop, potentially justifying a higher ticket price.

Scenario 3: Increasing Vertical Drop with Snow Making:

Same as Scenario 2, but adding 2 acres of snow-making cover.

Recommendation: This scenario is favorable as it improves both the vertical drop and snow-making capabilities, enhancing the overall skiing experience.

Scenario 4: Extending Longest Run:

Increasing the longest run by 0.2 miles, requiring an additional 4 acres of snow-making coverage.

Recommendation: This scenario can be attractive to advanced skiers and could be marketed as a unique feature, potentially increasing ticket prices.