**Problem:**

The company has gained $1,540,000 in additional costs per year. Within 3 months, find new solution to fix this accounting either by cutting costs elsewhere or introduce a new higher pricing method

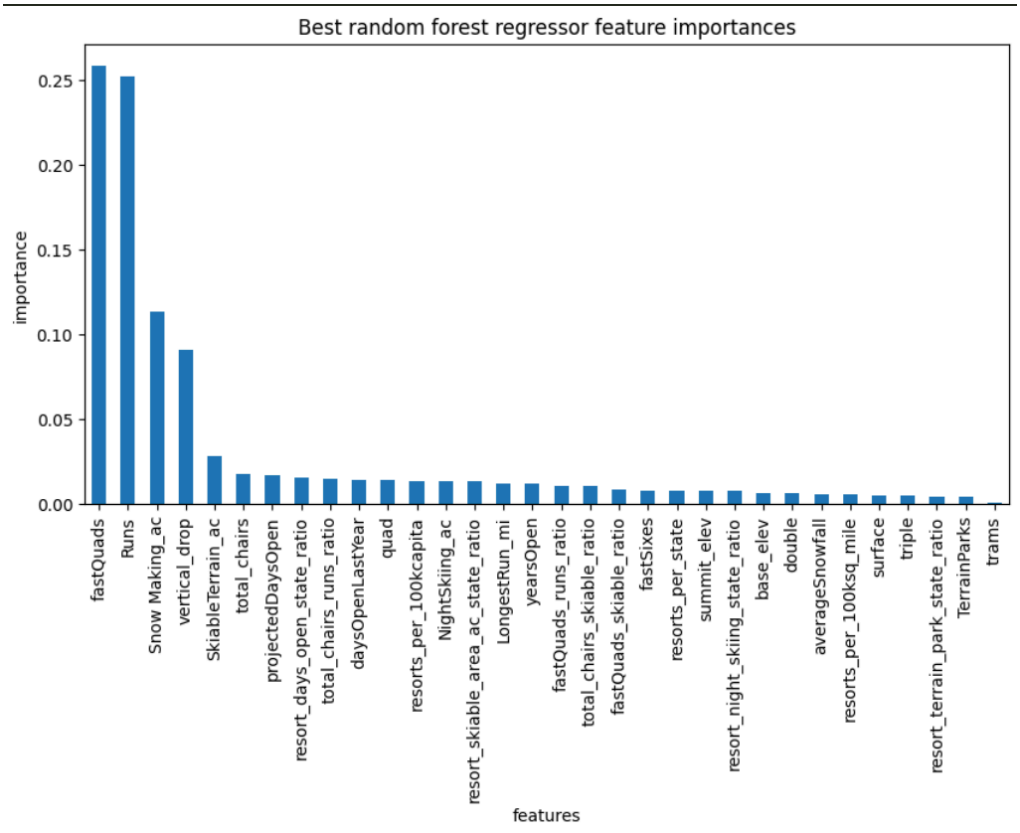
**Main Recommendations - Adding a new run and increase Ticket price:**

I believe the best option is to do invest a bit and add a new run with a vertical drop by 150 feet and install an additional chair lift. Then you can increase the price of the ticket by $1.99 from $81 to $82.99.

If the ticket price is raised to $82.99, and if the expected number of visitors over the season is 350,000; the model predicts a revenue of potentially amounting to $3,474,638 over the season. This revenue could cover the additional investment and operating costs of the new vertical run and chair lift.

This decision was made as based on Fig 1 with features ranked by importance. The most important features seem to be more run, faster quad chair lifts, snow making, and vertical drops. But after exploring further, see found that extra snow making will not increase ticket support price, but rather more vertical drop runs seems to be a key factor.

Fig 1



**Other potential recommendation - Closing Runs:**

Another possible option is to close runs to lower maintenance cost. Though I would use this sparsely as may lower the value proposition in consumer's perspective of your resort. Further data is needed to see if which runs are not used as much and thus will not be missed if closed.

Of course I would recommend doing this gradually as to not alarm people. If they react badly then you can always backpedal and reinstate the runs.

In Fig 2, it shows that if closing up to 3 runs, then you can also close up to 5 runs as will not significantly impact ticket price support.

Fig 2