**Big Mountain Ski Resort, Case Study**

The Ski and Snowboard Resort industry is growing rapidly and is expecting to grow at higher rate in next five years. As per capita disposable income increasing day by day, people will continue to spend more on vacations and activities, such as snowboarding and skiing. IBISWorld anticipates industry revenue to increase at an annualized rate of 3.6% to 3.4 billion USD over five years.

Big Mountain figured out they are not maximizing there returns as per the demands and their value in market. They were also not aware where people will spend more or what things people looking for in a ski resort. This capstone project aims to build a predictive model for ticket price based on factors like number of facilities and properties.

From the given data set I did drop two columns called, ‘fastEight’ and ‘AdultWeekday’. Reason behind this because the data was not informative and too many zeros.

From the model what I can suggest is, From the model we saw that Big Mountain Resort modelled price is $95.87, where actual price is $81. Even with the expected mean absolute error of 10.39, we can predict that there is space to increase $.5, to increase around $7.5M if we average 350k guests per 5 days.

Future directions which I can look into is Scenario 4 makes no difference, so the scenario to increase the longest run doesn't make sense and would try to evaluate more.