

# Mandana Hajizadehmotlagh PSW - GuidedCapstone.

How can Big Mountain Resort identify investment opportunities in more profitable and popular facilities, allowing them to increase ticket prices, and how can they better price tickets to maximize revenue based on the type of facilities they currently provide and cover the \$1,540,000 cost of additional installed chairs?

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## 1 Context

Big Mountain Resort is a ski resort located in Montana. It has variety of facilities and accommodates about 350,000 skiers and riders of all levels each year. Not knowing how important some facilities are compared to the others, their price strategy has been to charge a premium above the market average. This has limited their investment strategy and they might not capitalize on their facilities as much as they could. They've recently installed new chairs costing the resort additional \$1,540,000 this season. They want to find the appropriate price for their ticket and identify facilities that are valued by customers. Based on that, they want to make changes to either reduce cost without affecting the ticket price and/or increase ticket price to increase revenue.

## 2 Criteria for success

The appropriate ticket price for the resort will be found to cover the \$1,540,000 additional cost due to newly installed chairs and the important facilities will be identified to guide the resort to make good investment decisions.

## 3 Scope of solution space

We will compare the features, facilities and the ticket prices of 330 ski resorts in the US to find an appropriate ticket price for the Big Mountain Resort. We will identify which facilities are more important. If the current price is lower than what it should be, then ticket price will be increased accordingly. If not, then the cost would be cut without undermining the ticket price.

## 4 Constraints within solution space

More information such as operation costs might be needed in order to estimate the ticket price.

## 5 Stakeholders to provide key insight

Director of Operations: Jimmy Blackburn  
Database Manager: Alesha Eisen

## 6 Key data sources

The data includes information about 330 resorts across the US. The information includes details about the facilities provided in each resort as well as landscape of each resort. There are also information about the weekend and weekday ticket prices for each resort.

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