

# Guided Capstone Project Report

## Big Mountain Resort

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Big Mountain Resort wants to increase revenue by essentially increasing their ticket prices. However, there are several issues that need to be resolved (through the Data Science method)

- Justification of ticket price increase based on data
- Gathering data on competitors interstate and intrastate
- Capital expenditure options (are these needed to justify a ticket price increase, or is ticket price undervalued with current ongoing resort operations?)

Through the collection and cleansing and modelling of data, we found that ideally the executives of Big Mountain Resort should increase their current ticket price (\$80) by \$16 through the addition of a run, an increase to their vertical drop by 150 feet, and adding an additional chairlift. Though another scenario would include the additions above, with an additional addition of 2 acres of snowmaking would increase ticket price by \$2.5 more dollars (\$18.5),

the capital expenditure required for that would not justify the slight increase, therefore I chose the more modest option.

Going forward, appending real time data to our models and keeping up with industry best practices can and should be data driven in order to be more AGILE and to make data driven changes and recommendations at a faster pace; essentially further improving bottom line revenue.