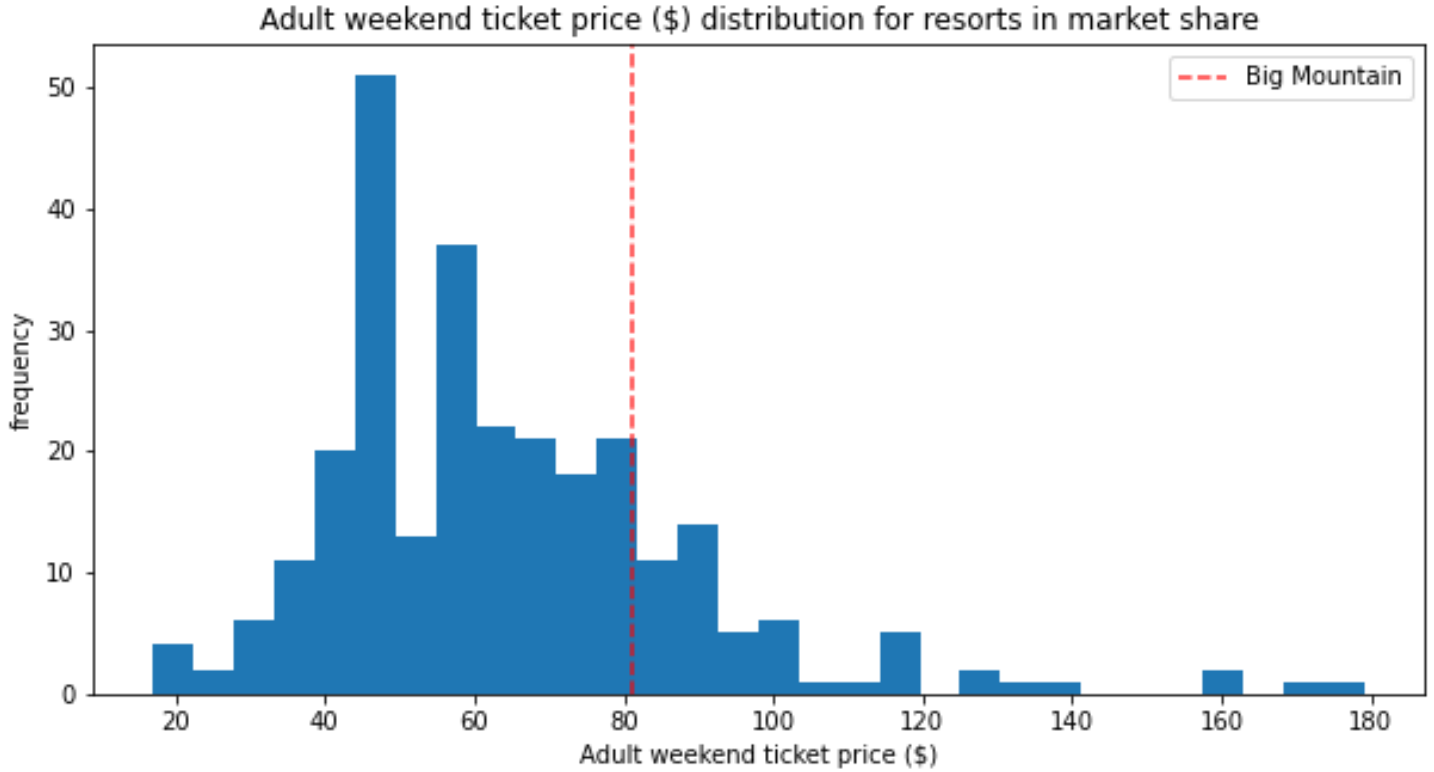
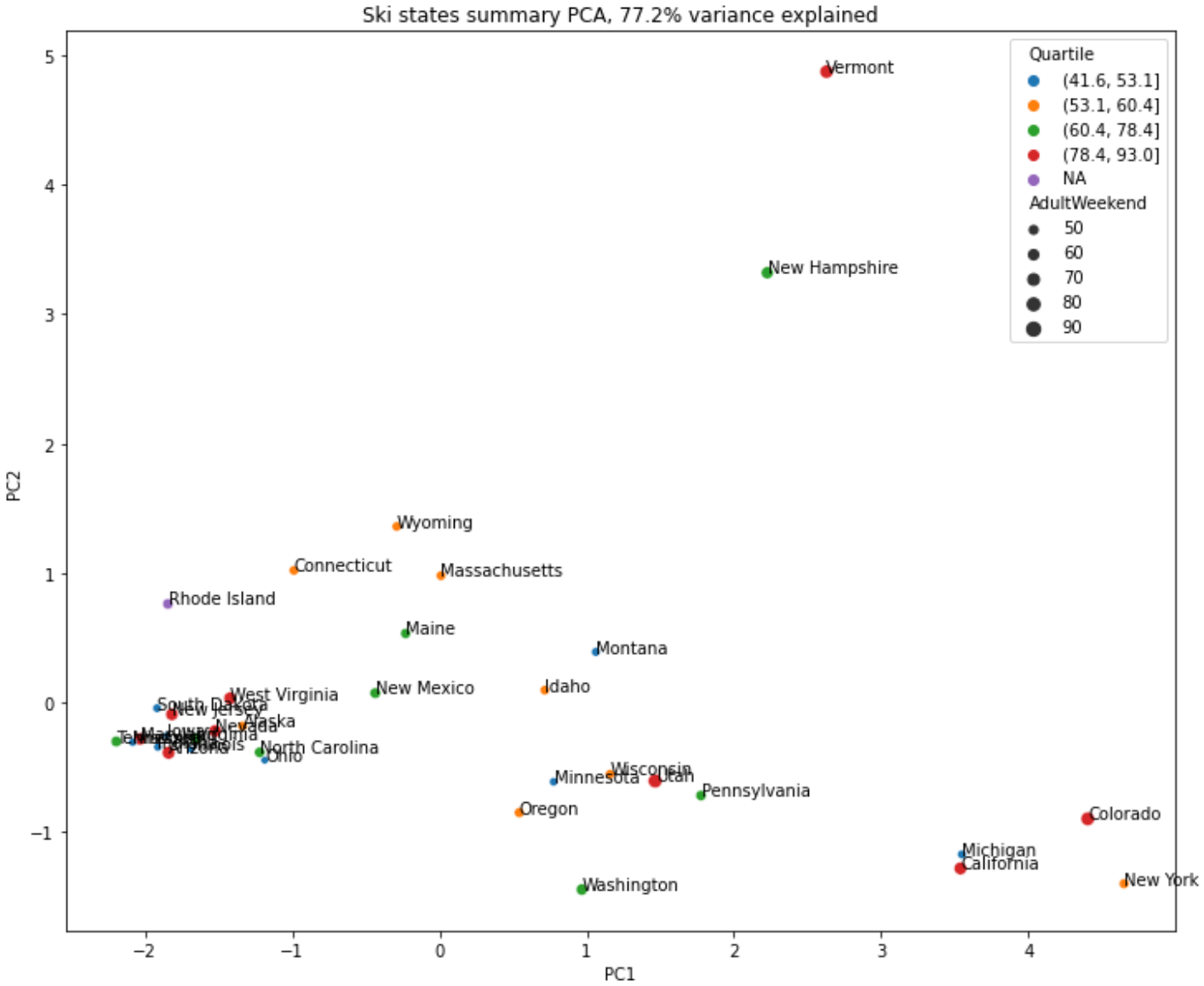
BIG MOUNTAIN RESORT TICKET PRICING ANALYSIS



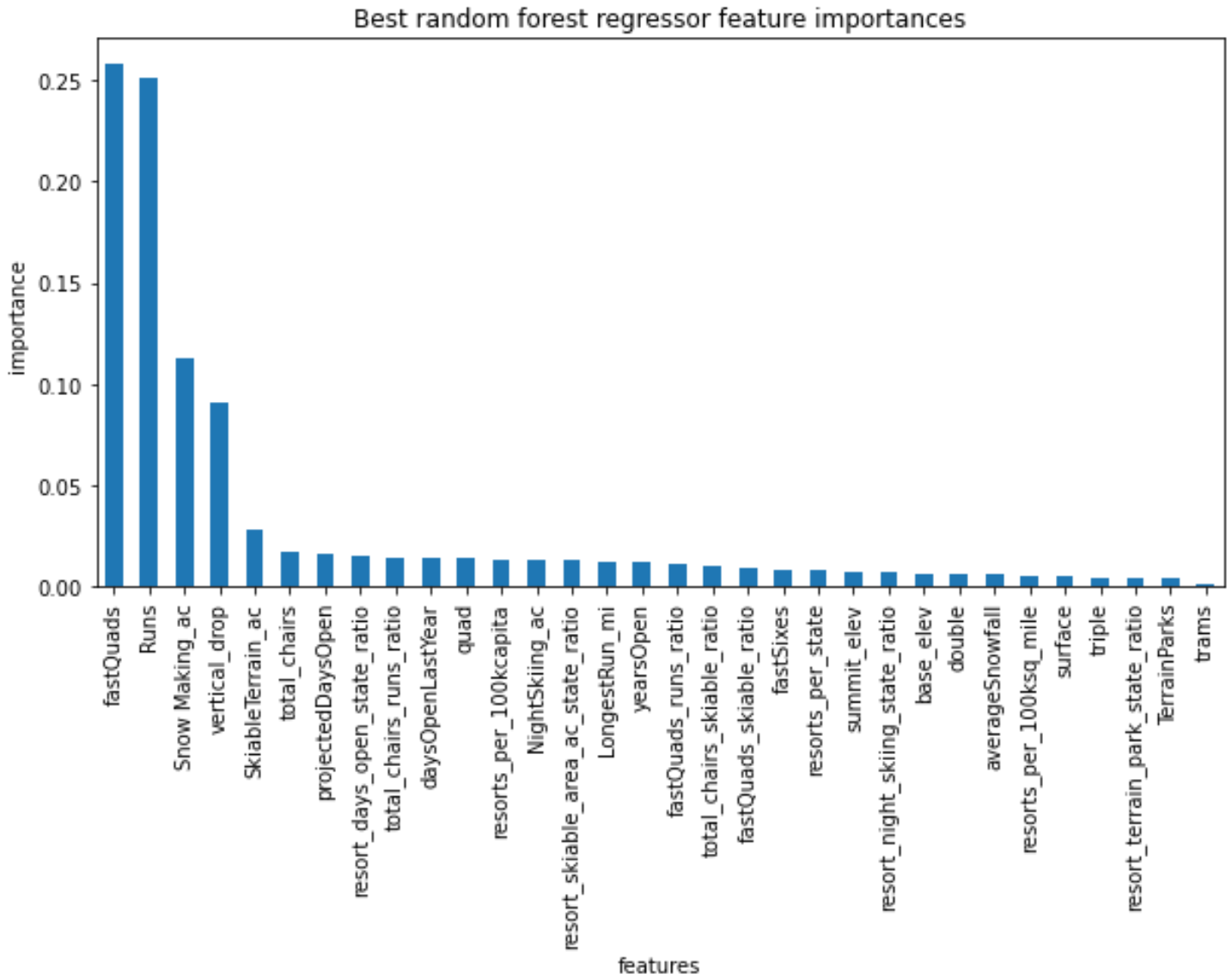
BUSINESS PROBLEM

- How does BMR ticket price compare to other mountain resorts?
- Is BMR properly valuing the facilities we provide?
- With new operation costs, will more efficient ticket pricing maintain revenue?



MARKET SHARE

- Ticket Price distribution is varied and independent of location
- Decision to treat all American resorts as part of the same market

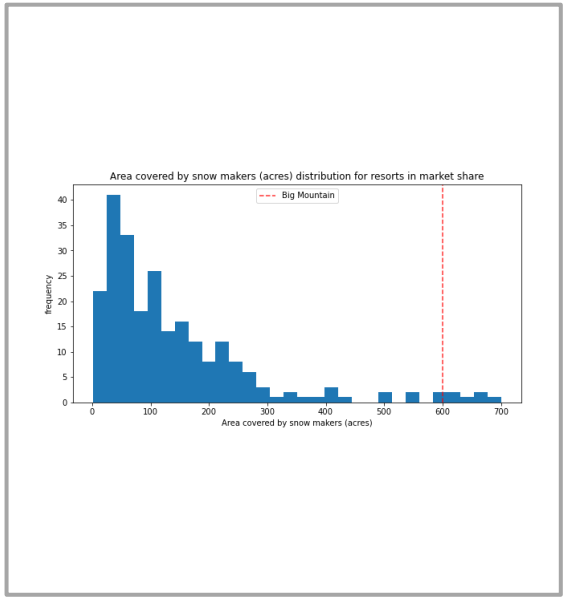


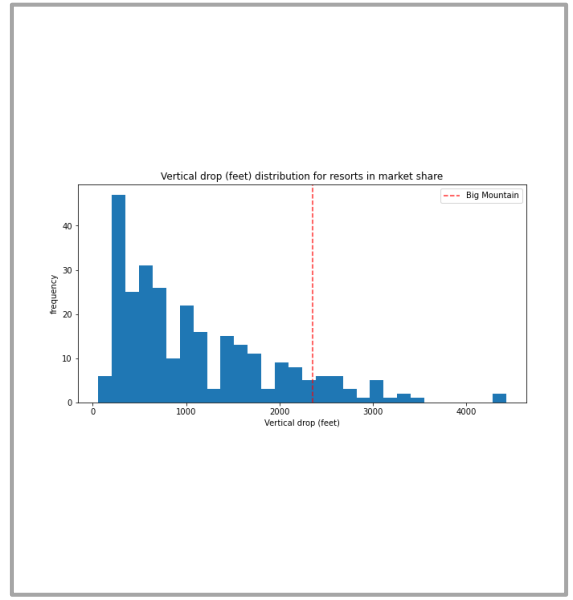
KEY FEATURES

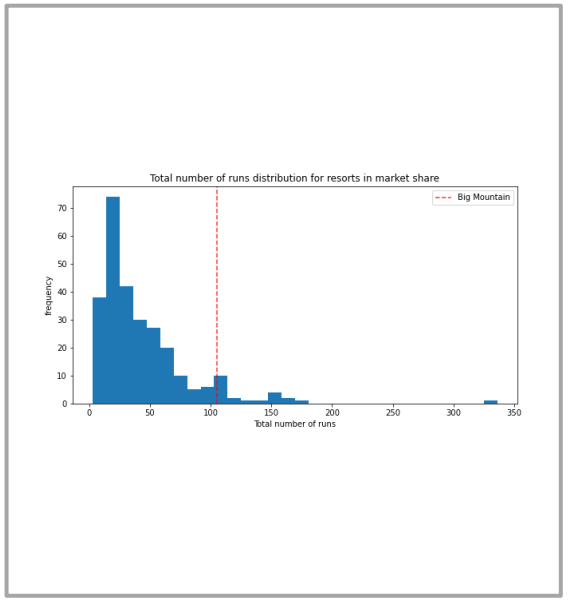
- Performed random forest regressor to identify most important features
  - Fast Quads, Total Runs, Snow Making area, Vertical Drop, and Skiable Terrain
- Used 70/30 train/test split for performance evaluation
- Used these datasets and features to predict price
  - Predicted Price: $95.87

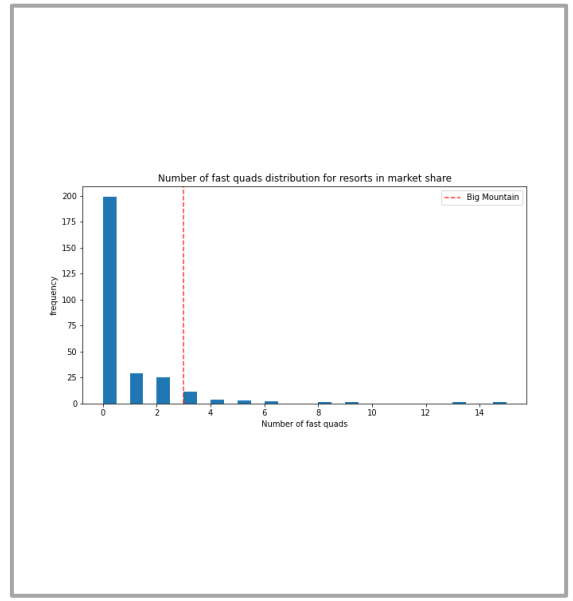
RESULTS AND ANALYSIS

- BMR performed well with respect to other resorts in the market
- BMR market share of the most important features allows room for growth in ticket price
- Based on our confidence interval, we would suggest a ticket price within $9 of the predicted price









TICKET PRICE SUMMARY

- Recommended ticket price: $95.87
- Confidence in recommended price increases with data:
  - Proximity to major airports
  - Total visitors per resort
  - Length of stay for each visitor
  - Total tickets sold and type (daily, weekly, seasonal)
- Best option:
  - Scenario 2: Big Mountain adds a run, increases the vertical drop by 150 feet, and installs an additional chair lift
  - This scenario will support a ticket price increase of $1.99, which we expect would generate an increase in revenue of $3,474,638.