Guided Capstone Project Report

The model is built on the assumption that other resorts accurately set their prices according to the market supports. After the analysis, Big Mountain Resort can price at $95.87 with the error of $10.39.

So, based on what Big Mountain Resort is currently charge at $81, there is still room to increase based on the average price of the current market.

The features that camp up as important in the modeling are Vertical Drop, Snow Making, Total Chairs, FastQuads, Runs, Longest Run in Mile, Trams, and Skiable Terrain. Compared to other resorts in the areas, we are doing well with the features I mentions previously (See the figure below).

Chart, histogram

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Chart, histogram

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A picture containing chart

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If we want to increase the revenue by cutting the cost, below is one of the scenario that can help to see of the effects.

Chart, line chart

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The model suggested that closing one run makes no differences, closing 2 & 3 successively reduces support for ticket price and the revenue. However, if want to close 3, it might just close 4 or 5, because there is no further loss in ticket price.