Big Mountain Ski Resort

by Moises Figueroa

Problem Identification

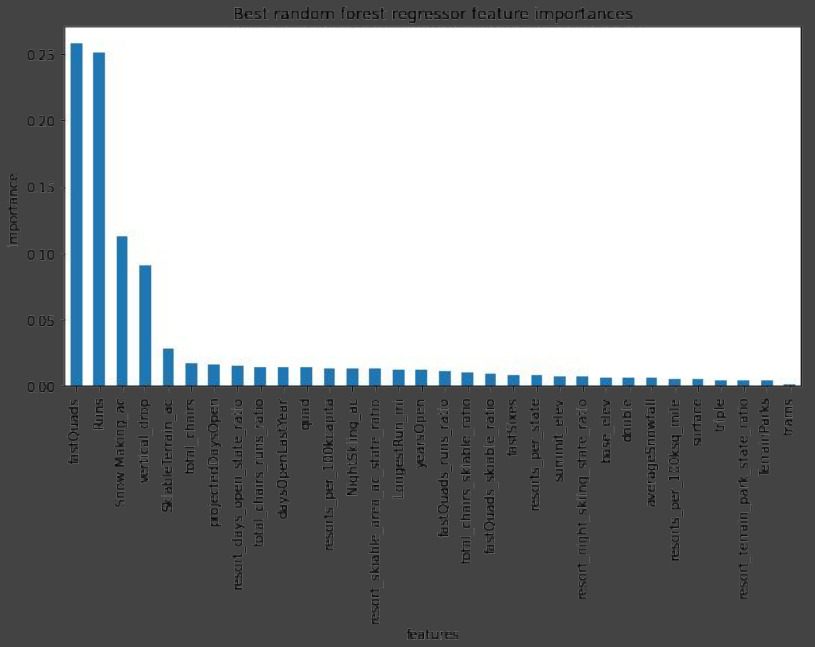
- Do current Ticket Prices for BMSR accurately reflect the amenities provided to visitors?
- Are visitors being charged too much? Too little?
- Are there changes that could be implemented to provide visitors a better value for their ticket price without negatively impacting profits?

Recommendations & Findings

- The current Adult Weekend Ticket Price is likely underpriced, leaving room for an increase
- Our model predicted the Ticket Price to be $95.87 with a mean error of +/- ~$10. The current Ticket Price is $81.
- Adding a run 150 ft lower down the mountain and installing an additional chairlift to that run would justify an increase of $1.99 to the ticket price,
- Over a season, we can expect a $3.4M increase in revenue with the new pricing

Modeling Results & Analysis

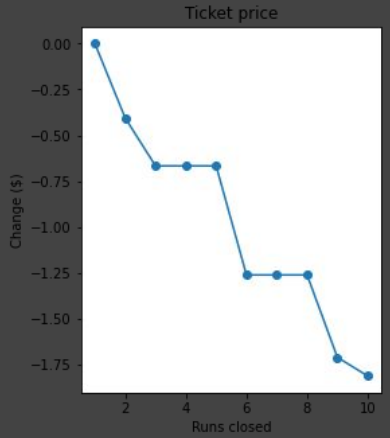
- Running feature importances, we see that some features are more important than others.
- We likely want to focus on changing the features that would cause the most change to Ticket Prices
- We created different scenarios by adding or taking away values from certain features and then have our model predict a new ticket price based on those changes.

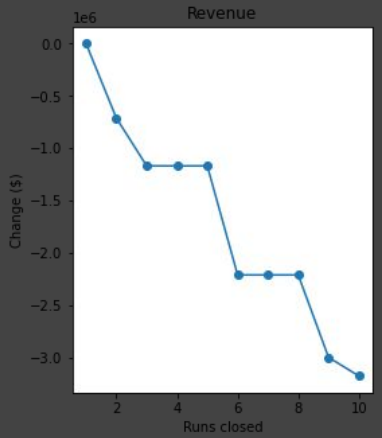


Modeling Results & Analysis

Scenario #1

- In this scenario, we close 10 runs. Preferably 10 of the least used runs
- We see that we can justify a decrease in ticket prices, but that will likely affect revenue.
- The lowered maintenance cost is not considered here





Modeling Results & Analysis

Scenario #2

- In this Scenario, we added a new run, increased the vertical drop by 150 ft and added new chair lift.
- After changing these feature values, we processed the results through the model and