Problem:

How to select better value for ticket price?

How to cut cost that won’t undermine ticket price or potentially support an even higher ticket price?

**Problem:**

How can Big Mountain Resort justify higher ticket pricing based on the facilities provided at the resort or cut costs without undermining ticket costs to offset the additional $1,540,00 operating costs incurred this season.

**Problem Statement:**

How can Big Mountain Resort justify higher ticket pricing based on the facilities provided at the resort or cut costs without undermining ticket costs to offset the additional $1,540,00 operating costs incurred this season.

**Context:**

The Big Mountain Resort is located in Montana with a great view of Glacier National Park and Flathead National Forest. This resort has access to 105 trails with its longest run being 3.3 miles. In addition the Big Mountain Resort has a base elevation of 4,464 ft, a summit of 6,817 ft. and a vertical drop of 2,353 ft. This resort also includes 11 lifts with 2 T-bars and a magic carpet ride (for novice skiers). With runs and trails to accommodate all skill levels, this resort sees on average ~350,000 skiers annually. Recently this resort has added an additional lift that has increased the operational cost by $1,540,000 this season. Currently this resort’s pricing strategy is to charge a premium based on the average pricing of resorts in its market segment. However, the business is aware that this may not be the best strategy and are inquiring if there can be a better way to price the resort tickets based on the facilities to justify a price increase or potentially look at cutting costs without undermining ticket prices.

**Criteria for Success:**

1. Justify ticket pricing increase based on facilities provided by resort as well as cut costs to offset the $1,540,000 operational cost increase

**Scope of Solution Space:**

The scope of the solution space is to reduce costs at the Big Mountain Resort while looking into ways to increase the price of tickets based on facilities rather than average resort price in the area.

**Constraints within Solution Space:**

1. Do not have current pricing of tickets for Big Mountain Resort
2. Need to determine the correlation between facilities provided by resort to ticket pricing
3. Do not know specific stakeholders
4. Access to data sources (only got access to one csv file)

**Stakeholders to provide key Insight:**

* Executive team – (CEO, CFO, COO, etc.)

**Key Data Sources:**

1. CSV file from database

Loved it, and very interested in seeing some of your work as well regarding your calligraphy. Do you have a website portfolio of your work?

Great job again today as vote counter. Just from this first role I see that you demonstrate a charisma that paramount in those you lead in the future. Keep taking on more roles and we will develop that further here

Charisma from statements that you made such as noting how you were going to call Vladimir “V”.

Hey Dajah GM, I went ahead and reached out to Jon to let him know that you are interested in giving a speech next week.

That’s pretty cool I would love to hear how you get inspired and