

# Big Mountain Resort Price Analysis



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## Problem

Big Mountain Resort invested \$1,540,000 in a new chair lift which has increased their operating costs. How to maintain 9.2% profit ratio?

Current price ticket: \$81.00



## Solution

Cutting cost?

Increase fare price?

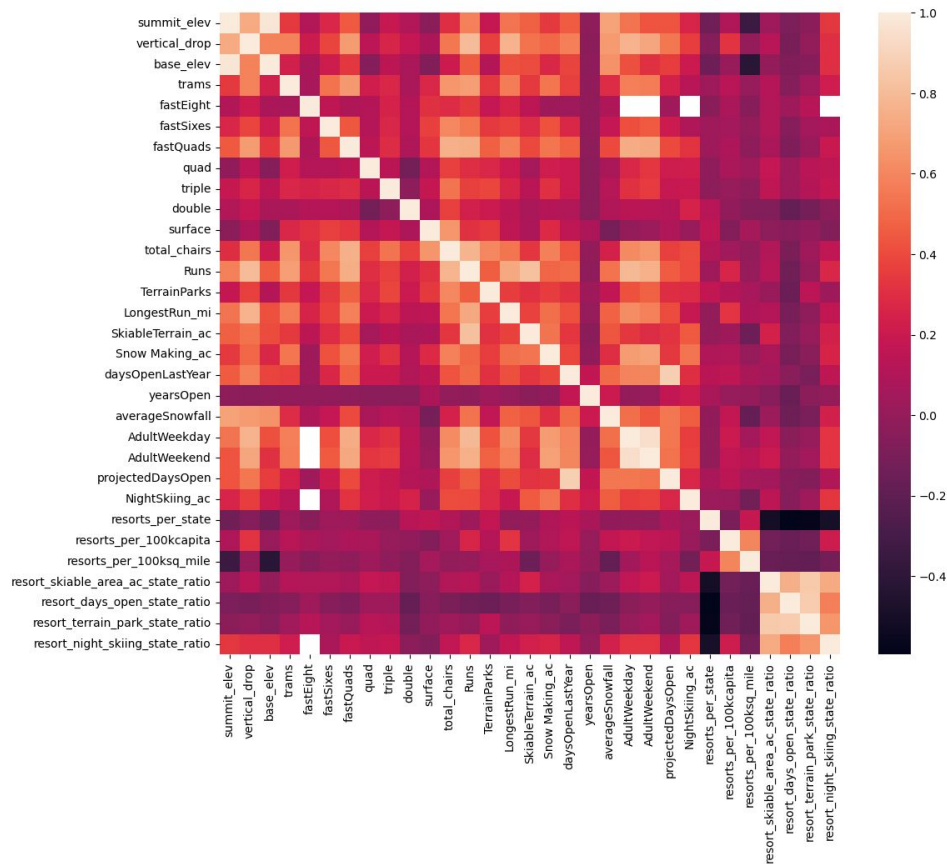
# Takeaways

## Strong Correlation To Fare Price

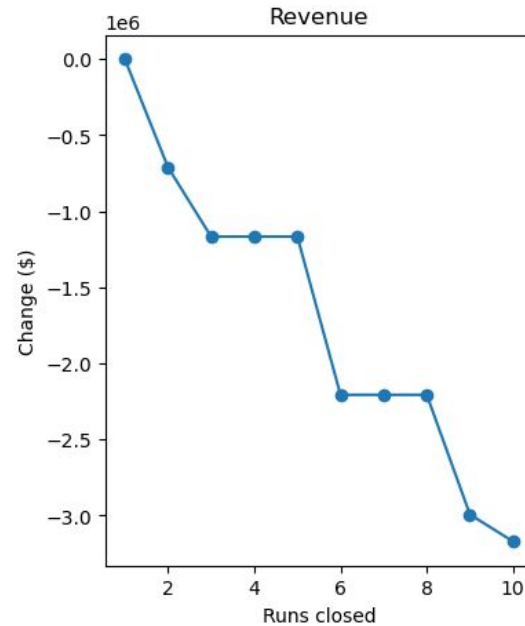
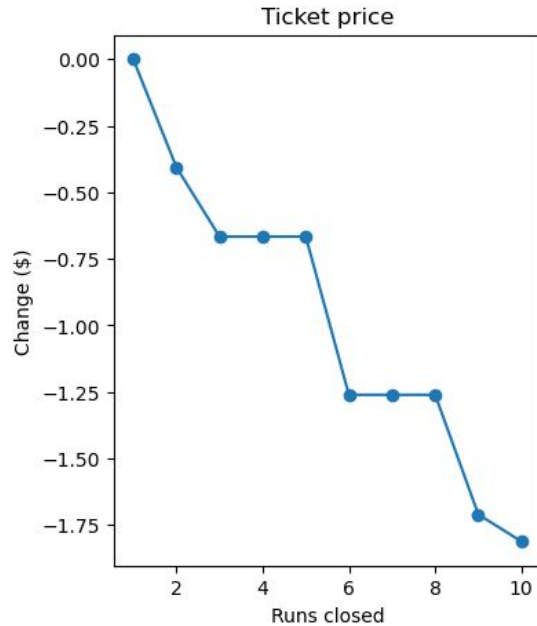
- fastQuads
- Vertical\_drop
- Snow Making\_ac

## Random Forest Regression Model Price: \$95.87

- Big Mountain Resort possesses adequate facilities to validate this expenditure

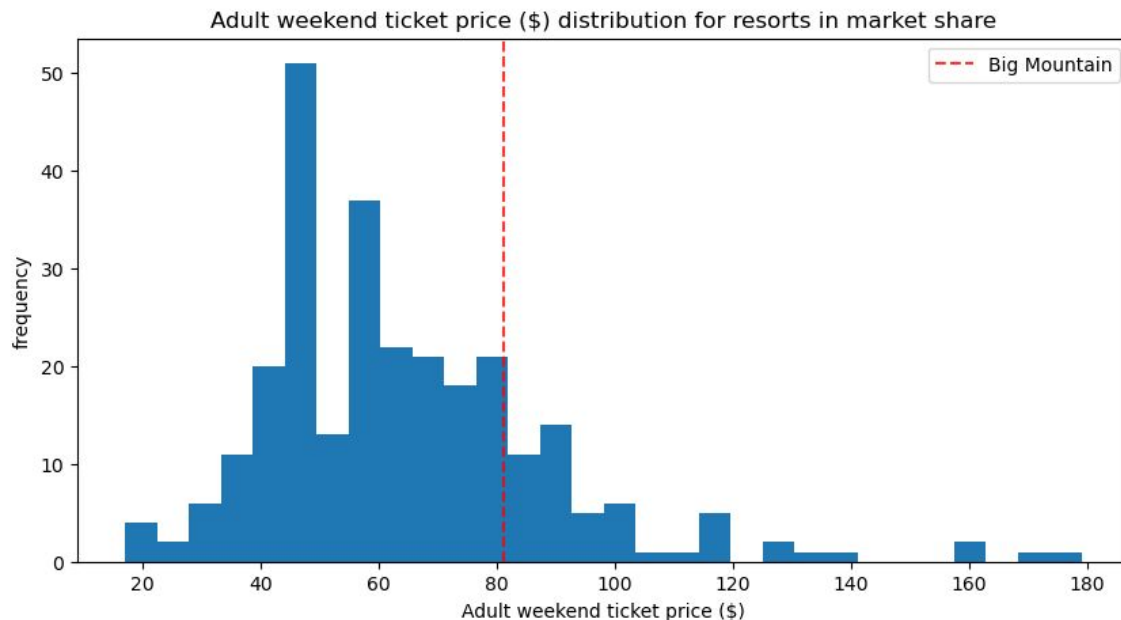


# Analysis



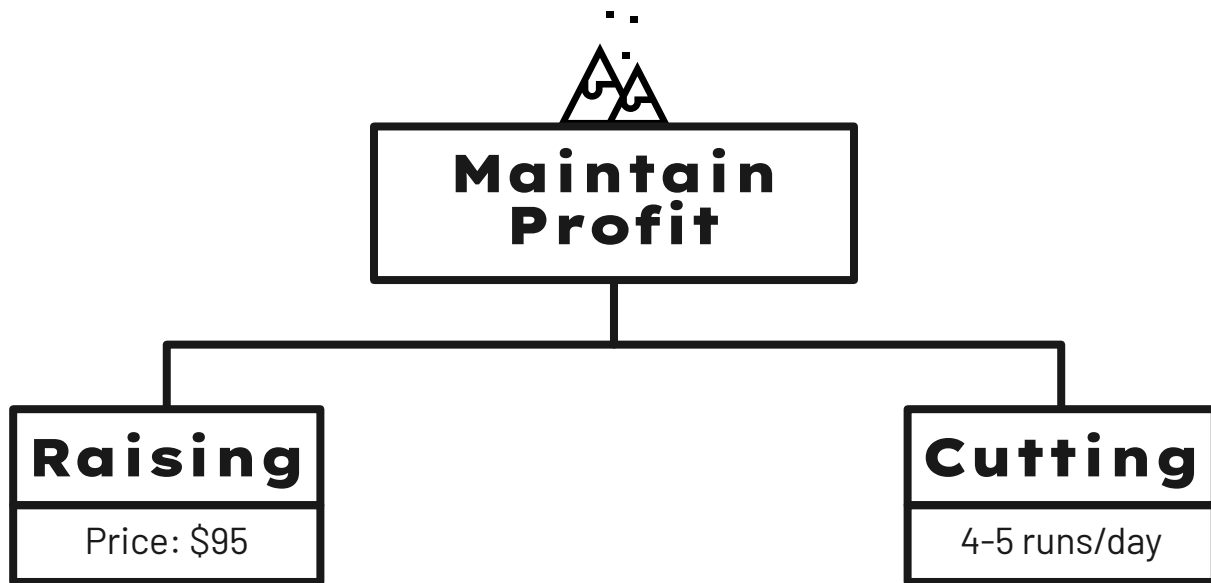
- The resort has the flexibility to close up to 5 runs per day with minimal impact on revenue

# Analysis



- Increasing the price to \$95.87 would maintain our position within the same range in this distribution.

# Recommendations



# Conclusion

Big Mountain Resort is a luxurious destination that boasts numerous notable facilities and attractions. By consistently providing top-notch amenities, such as the newly installed chair lift, you can substantiate a price increase for your customers. There is ample opportunity to enhance revenue and offset the extra operational expenses. Implementing any of these suggestions will ensure the long-term sustainability of Big Mountain Resort for years to come.



# Thanks

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