



Big Mountain Resort Project Presentation



A Capstone Project Presentation By-
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Problem Identification

- Big Mountain Resort, a ski resort has recently installed an additional chair lift to help increase the distribution of visitors.
- This increased their operating costs by \$1,540,000 this season.
- Their pricing strategy is to charge a premium above the average price of resorts in its market segment.
- The business wants some guidance on to develop a data-driven business strategy to reach an optimum point of profit margin.

Key Findings and Recommendations

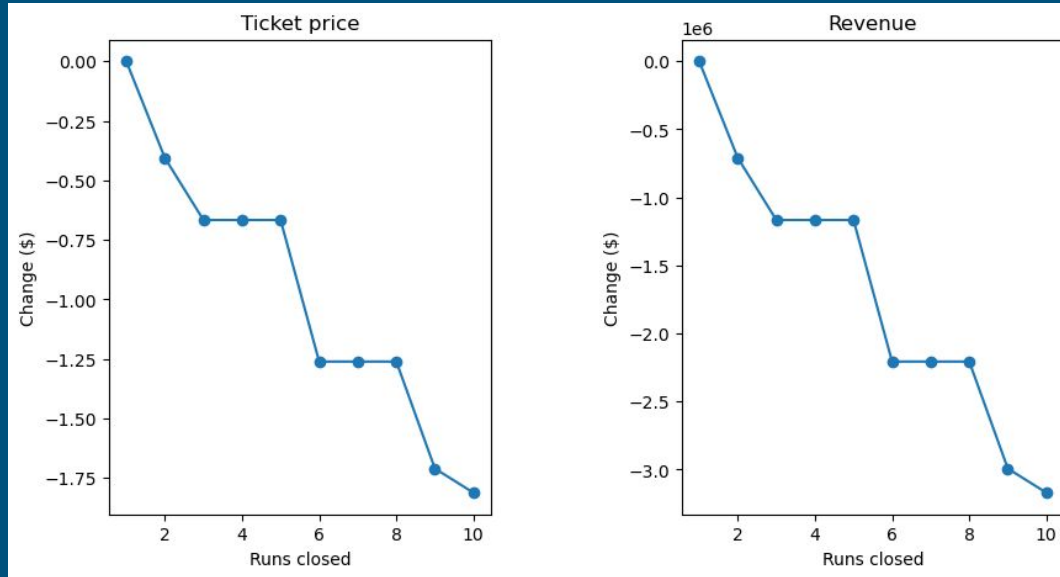
- The current Ticket Price is 81.00\$ per adult, and our analysis recommends an increase upto 96\$ per adult.
- Features affecting the Ticket price are-
 - Vertical Drop
 - Snow Making
 - Total Chairs
 - fastQuads
 - Runs
 - Trams
 - Skiable Terrains

Key Findings and Recommendations

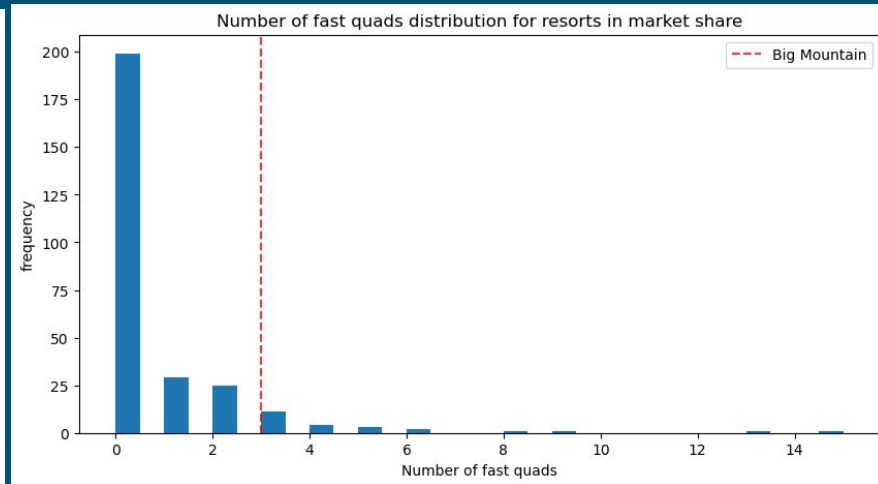
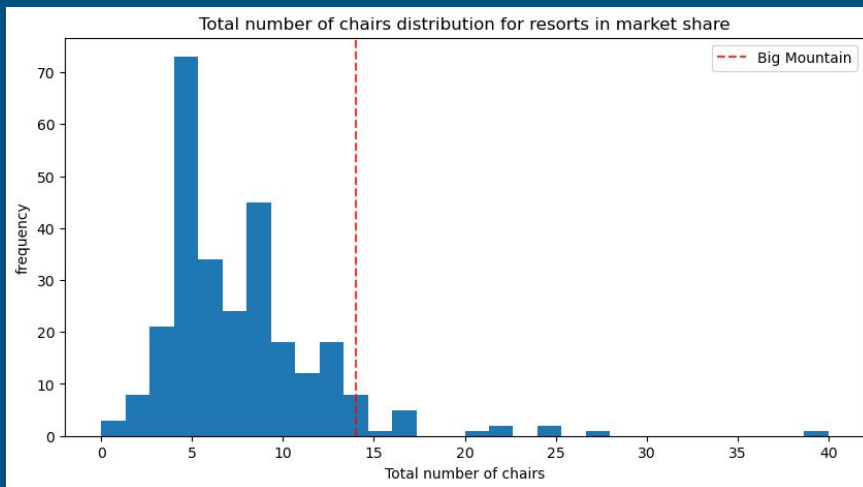
- Increase the vertical drop by 150 feet and install an additional chair lift along with installing an additional chair lift.
- Increasing the longest run by 0.2 miles to reach 3.5 miles requiring additional snow making coverage of 4 acres.

Model Results and Analysis

The Resort can close up to 6 runs per day without large drop in revenue.

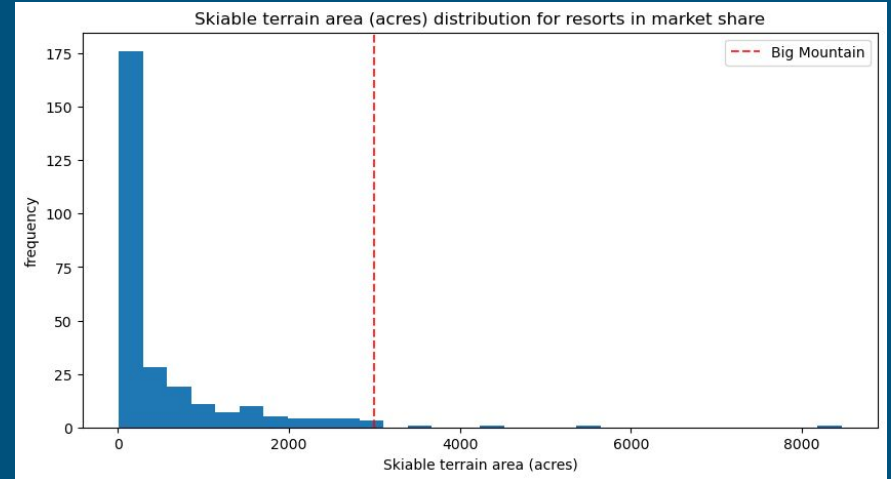
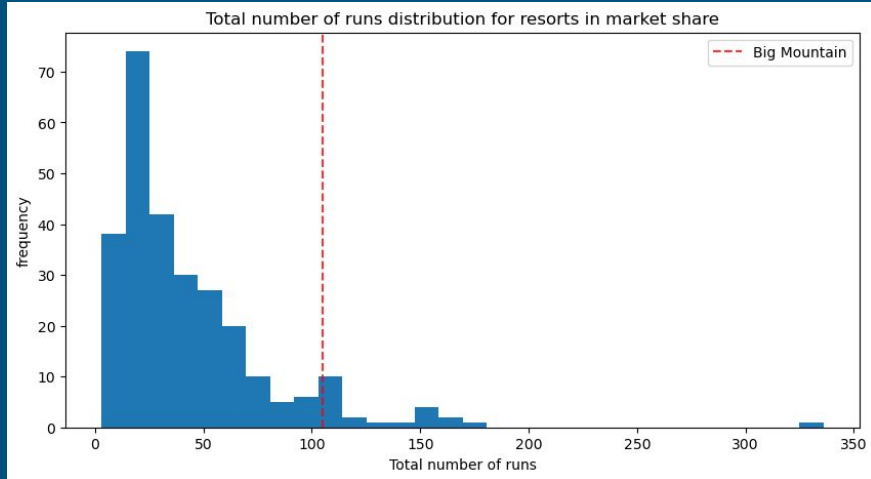


Model Results and Analysis



The Red Line represents the position where Big Mountain Resort Stands compared to other resort, offering the features- Total number of Chairs(Left) and Number of Fast Quads(Right).

Model Results and Analysis



The Red Line represents the position where Big Mountain Resort Stands compared to other resort, offering the features- Total number of Runs(Left) and Skiable terrain area(Right).

Summary

Big Mountain stands at the point of having the maximum features than any other resorts right now.

Adding and tweaking the recommended features will help to maintain the same margin of profit while increasing the ticket price.

Thank You.

