Big Mountain Resort

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Problem

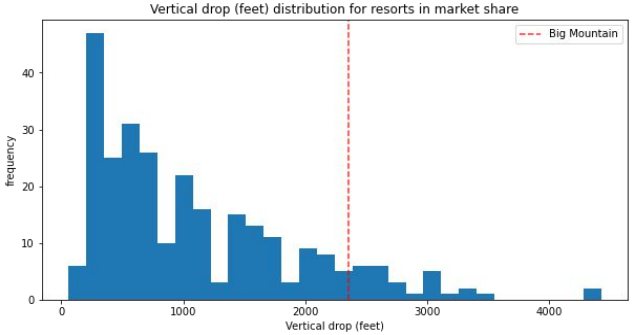
- Big Mountain Resort has not been capitalizing their income and have doubts on their current ticket prices
- Data Science team needs to find how we can maximize profits without damaging the resorts credibility
- We will know we succeeded when we are able to justify our changes of the ticket price while increasing profits

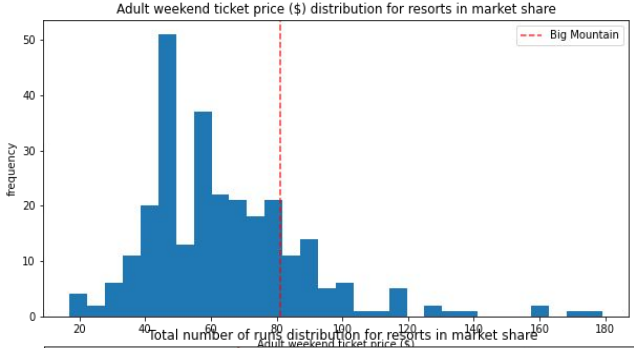
Recommendation and Key Findings

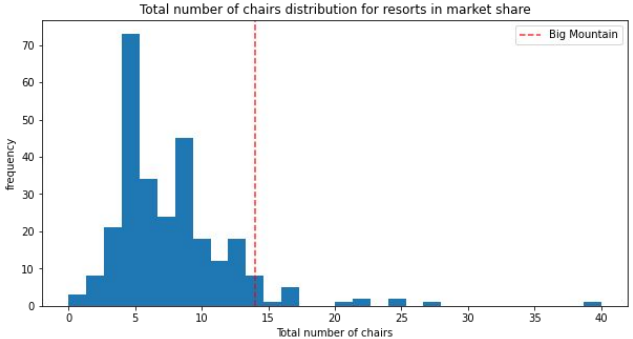
- Concluded that the modeling must be done for adult weekend ticket price
- Montana as a state, had fewer but larger resorts
- correlation between the number of runs, skiable terrain, vertical drop, fast quads, and their ticket prices
    - Big Mountain is a top competitor in all these categories
- We can justify a higher premium ticket price

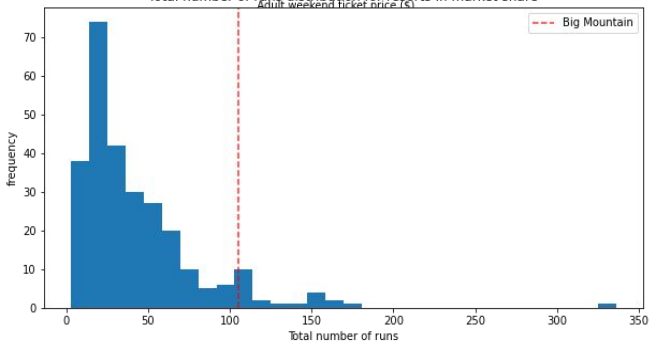
Modeling Results and Analysis

- Dotted red line represents Big Mountain resort









Modeling Results and Analysis

- The features in the previous graphs directly impact ticket price
- Big Mountain resort has room for improvement to justify and further increase ticket prices
- We must do the following:
  - Add one chair lift
  - Increase vertical drop by 150ft
  - Add a run
  - Increase ticket price by $13.02
- This will equate to a $22,791,667 increase in sales

Summary and Conclusion

- Add a run
- Increase vertical drop by 150 ft
- install additional chair lift
- Ticket price increase $13.02
- Increase equates to $22,791,667 over the season