Guided Capstone Project Report

The purpose is to find out that the ticket pricing for Big Mountain Resort based on all possible variables. After certain processes such as data wrangling and building machine learning models, we roughly get a result that our modelled price is 95.87 dollars. Comparing with our current ticket price, 81 dollars, this result looks like not very acceptable.

This is all because we assume that other resorts set accurate ticket pricing based on market needed. However, it is reasonable that some of resorts apply some kinds of strategies and set their ticket overpriced or underpriced. So we should involve more important variables and data.

After setting up several models between Big Mountain resorts and all other resorts in Montana, Big Mountain resorts basically has advantage among all areas such as longer vertical drop, larger snow making area, higher numbers of chairs, more fast quads, higher numbers of runs, longest runs, largest skiable terrain area and no tram.

It comes to the following scenarios for Big Mountain Resort which either cutting some facilities to reduce the cost or increasing ticket prices.

First, close up to 10 least use runs to lower the maintenance costs. According to the model, there will be no difference by closing one run. But the ticket price will drop significantly amount of ticket price so revenue. Closing four runs and five runs will remain no further loss in both ticket price and revenue. And there will be another big jump to close six to ten runs.

