Guided Capstone Project Report

The problem statement was - “To provide an optimal pricing strategy for Big Mountain Resort to maximise profits and consequently take a call on the capital inflow for facility enhancement”.

Recommendations based on research work:

1. Permanently closing down up to 10 of the least used runs. This doesn't impact any other resort statistics.
2. Increase the vertical drop by adding a run to a point 150 feet lower down but requiring the installation of an additional chair lift to bring skiers back up, without additional snow making coverage
3. Same as number 2, but adding 2 acres of snow making cover
4. Increase the longest run by 0.2 mile to boast 3.5 miles length, requiring an additional snow making coverage of 4 acres

Out of the above mentioned solutions, solution 3 was picked as it supported a price increase of $15.10, which turned out to be our best shot.