Ski Pricing Data Science Proposal

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My client who is trying to enter the ski market does not know how to price his skis and would like to price them competitively and receive a good return.

The desired impact is to competitively price skis based on features.

Head V-Shape V6 Skis + PR 11 GW Bindings 2022

3 Reviews

$599.00

Compare

Head Total Joy Skis + Joy 11 GW SLR Bindings - Women's 2022

4 Reviews

$799.00

Compare

Data was obtained from a large ski distributor EVO.com of current skis currently on the market and exploratory data analysis was conducted.

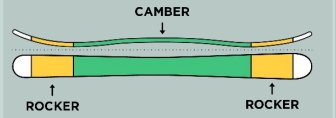
Skiing Ability	Age	Avg. Price	Max. Price	Min. Price
Advanced-Expert	Adult	884	2,217	400
	Kids	370	370	370
Beginner-Intermediate	Adult	614	1,350	350
	Kids	256	370	200
Intermediate-Advanced	Adult	738	2,267	300
	Kids	334	700	200

What Features Determine Price?

Skiing Ability

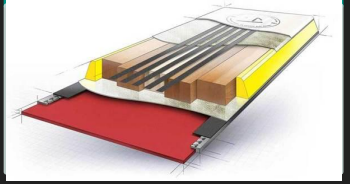
- Beginner-Intermediate
- Intermediate-Advanced
- Advanced-Expert

Rocker Type



Turning Radius

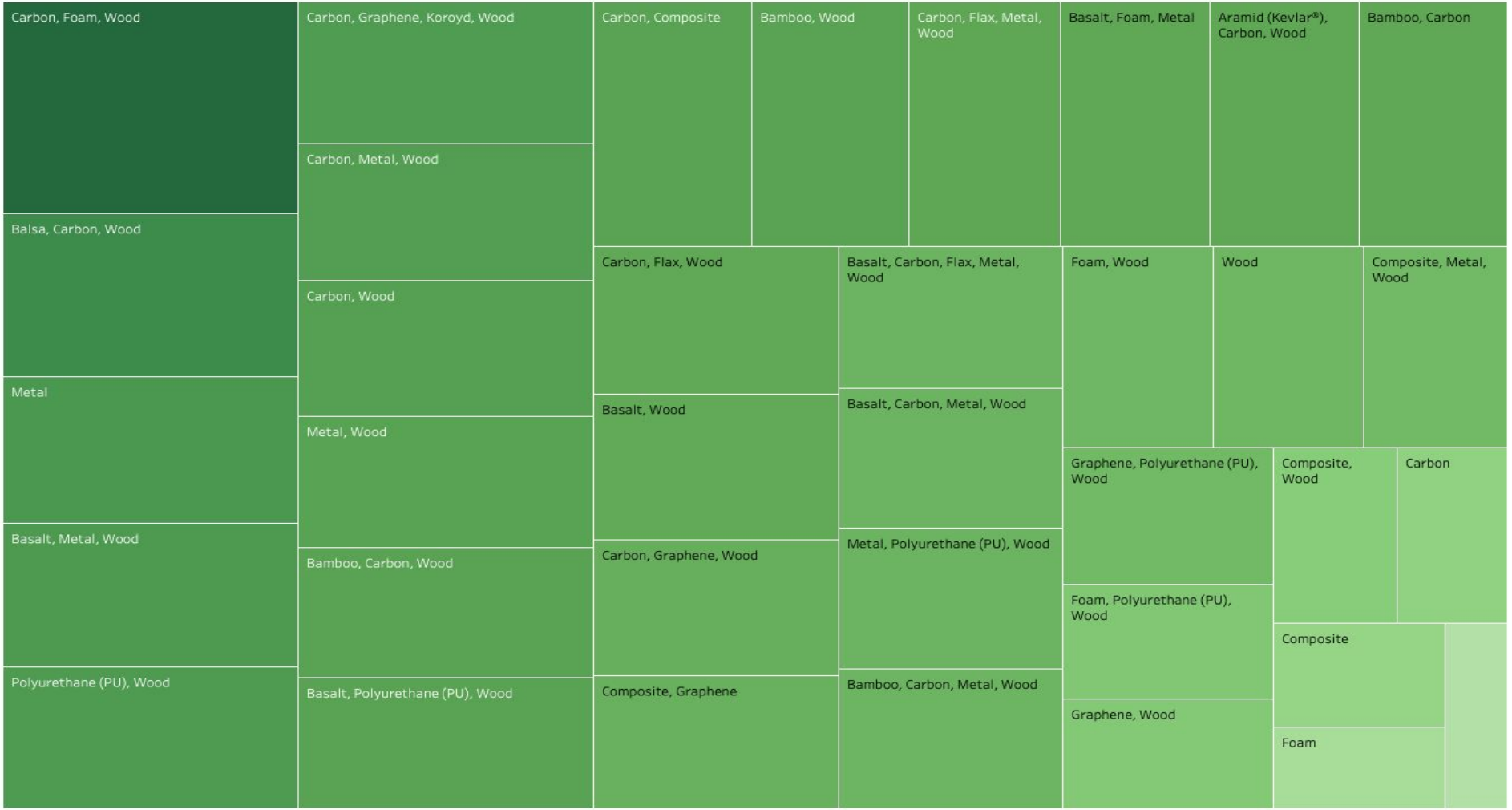
Materials



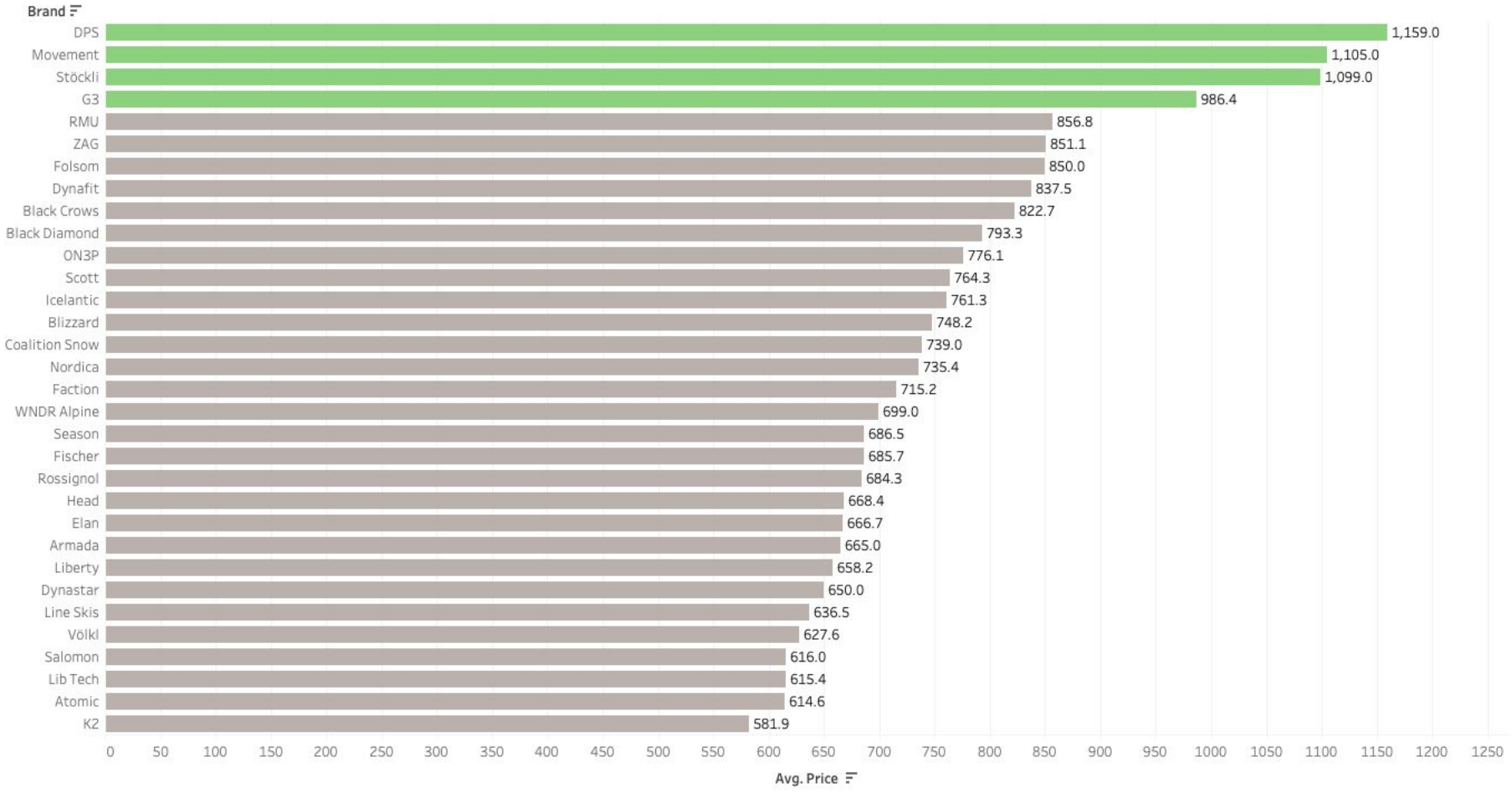
Type of Terrain

Tableau Visualizations Dashboard

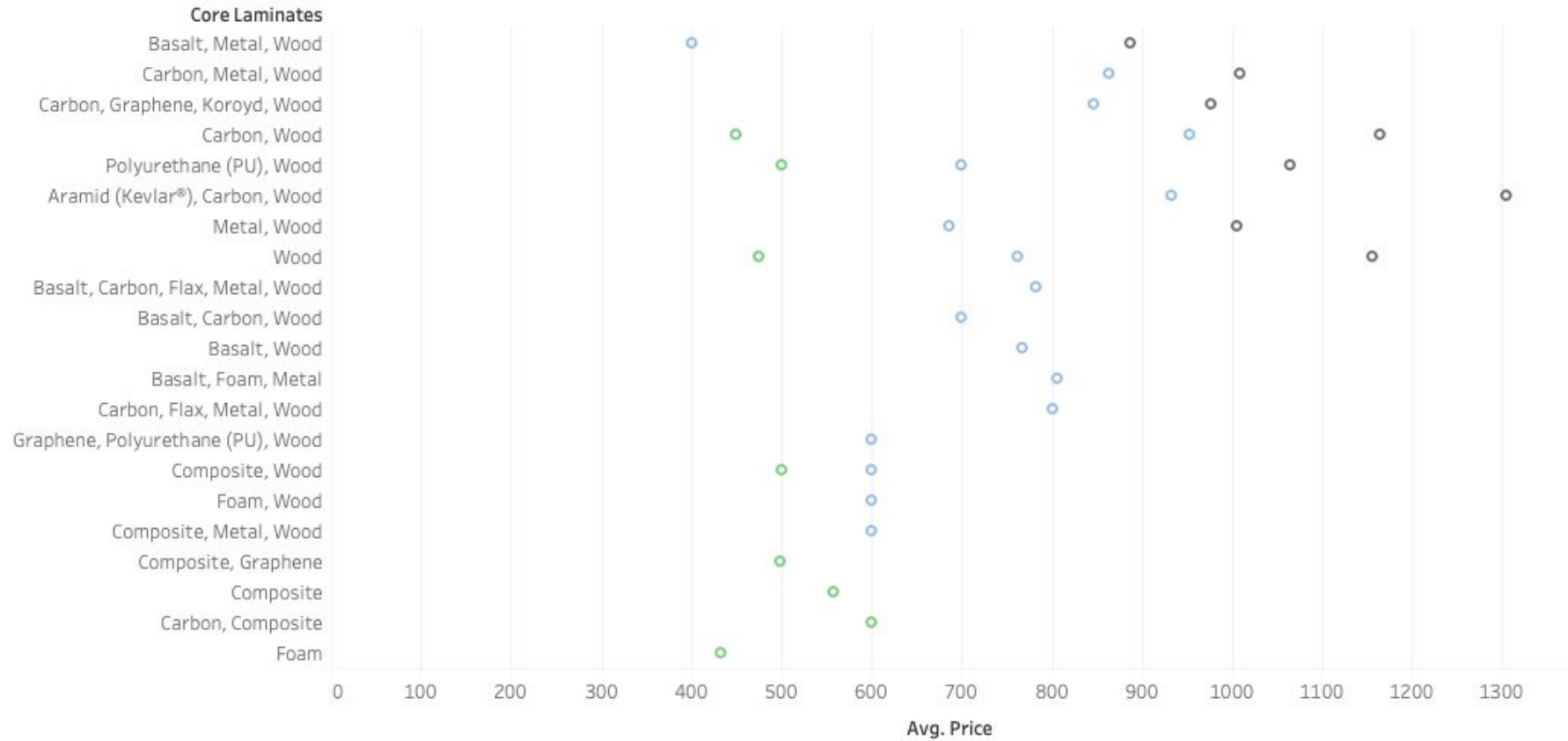
Material Breakdown by Average Price



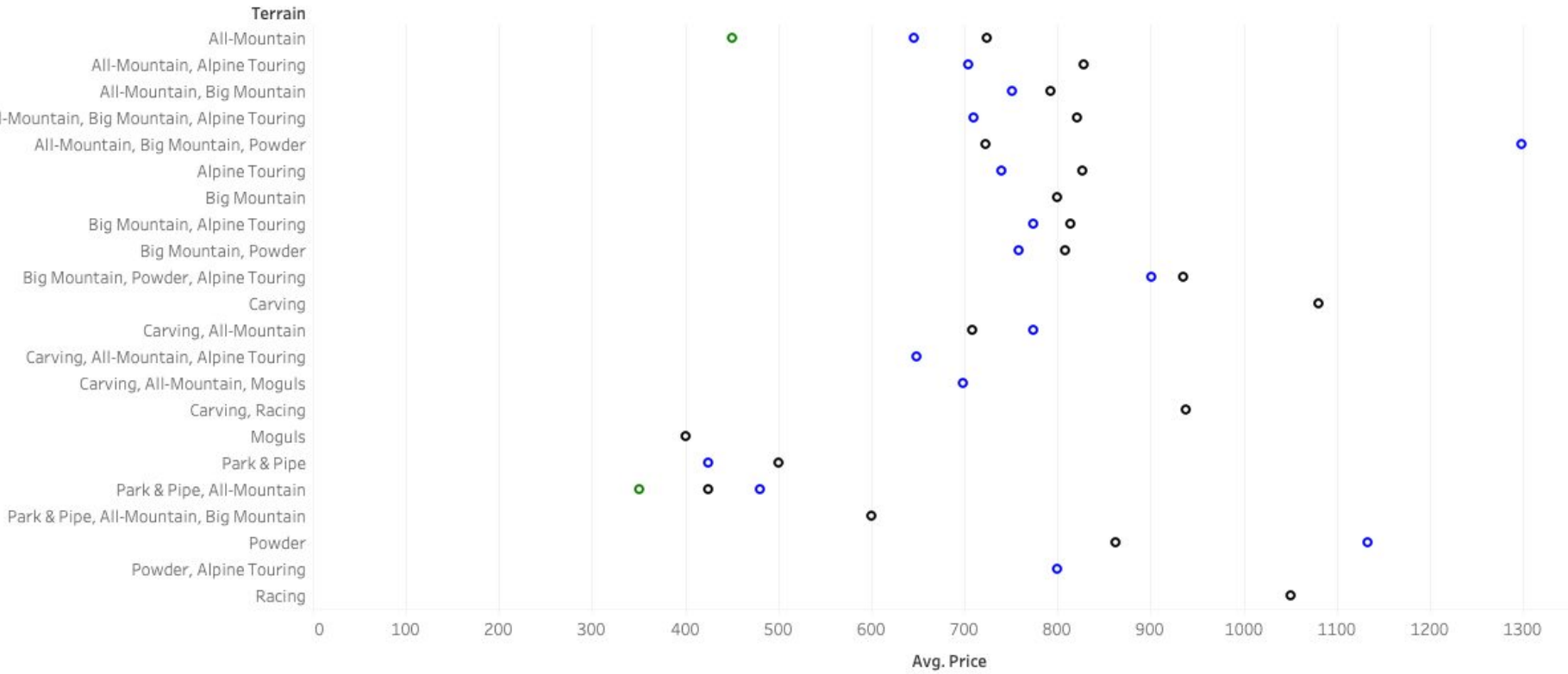
Most Expensive Skis By Brand



Core Laminates by Price



Terrain Impact on Pricing



Assumptions to Consider

- How much does brand name impact pricing?
- Exploring customer reviews impact on quality and pricing.
- Will pricing competitively actually result in more revenue?

1. Perform linear regression with existing features.
2. Using coefficients to determine impactful features.
3. Perform linear regression with existing features & natural language processing on the data.

How can my model be applied broadly?

1. Allowing other brands to use my model and price their skis more competitively.
2. Allowing ski consumers to use the model to get the best skis for the money.

Questions?