Problem Statement Worksheet (Hypothesis Formation)

How can Big Mountain Resort can reduce their operational cost and can increase their revenue by selecting a better value for ticket price for the number of sports they offer in their resort.

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1 Context

Big Mountain Resort, a ski resort located in Montana offers spectacular views of Glacier National Park and Flathead National Forest, with access to 105 trails. Every year about 350,000 people ski or snowboard at Big Mountain. This mountain can accommodate skiers and riders of all levels and abilities. Big Mountain Resort has recently installed an additional chair lift to help increase the distribution of visitors across the mountain which increased their operating costs by $1,540,000 this season. Management wants to monitor the ticket price either by cost cut and without having to reduce ticket prices or improve their offering so that they can increase their ticket prices even more.

2 Criteria for success

Capitalizing on the facilities and adjusting ticket prices to reduce operating costs.

3 Scope of solution space

Selecting a better value for ticket price incorporating the changes that Big Mountain will either cut costs without undermining ticket price or will support an even higher ticket price.

4 Constraints within solution space

- **Not capitalizing their facilities**
- **Basing their pricing on just the market average**
- **Not reducing the ticket price and charging premium above the average price of resorts in its market segment.**

5 Stakeholders to provide key insight

- **Jimmy Blackburn (Director of Operations),**
- **Alesha Eisen (Database Manager),**

6 Key data sources

- **The data is loaded in the metadata to guide in identifying the important columns needed to complete this project.**
- **Specific user level access granted to a SQL database or an S3 bucket**