

Big Mountain Ski Resort

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Problem Identification

- The Big Mountain Resort, a ski resort's, pricing strategy has been to charge a premium based off of market price.
- They are afraid that this strategy will not allow them to take advantage of their facilities.
- They need to understand what avenues perform best and where their competitive advantage lies.

Recommendation and Key Findings

Pricing recommendation

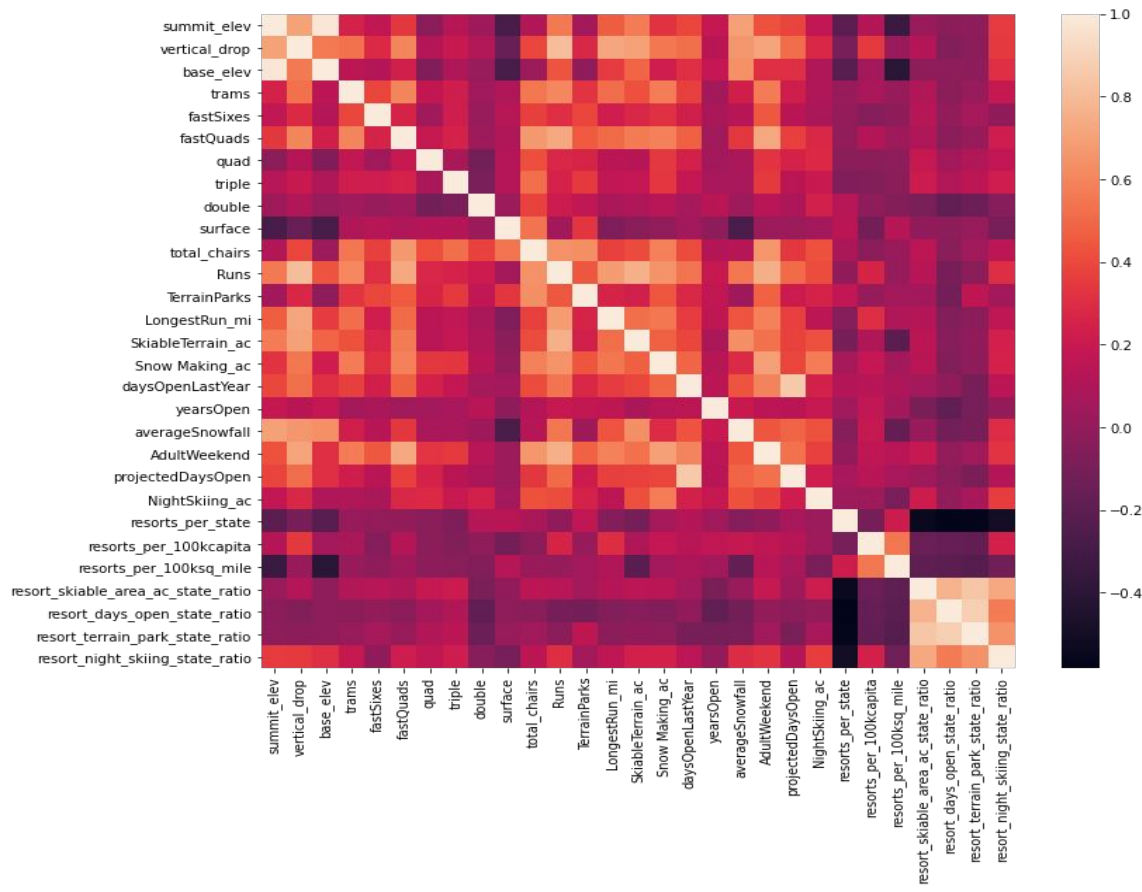
Increase price, since based on current modeling they should be charging more.

Growth recommendation

Big Mountain should add a run, increase the vertical drop by 150 feet, and install an additional chair lift. This will increase support for ticket price by \$1.99. Over the season, this could be expected to amount to \$3474638.

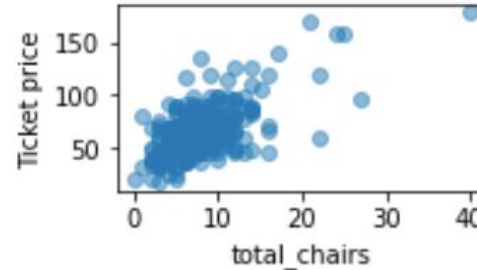
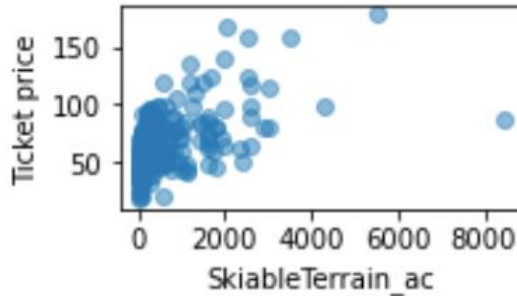
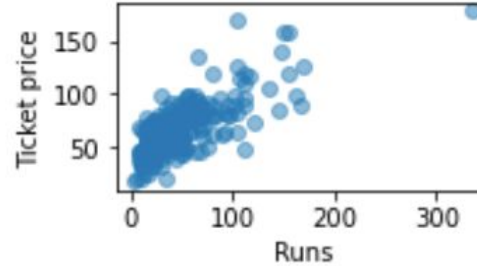
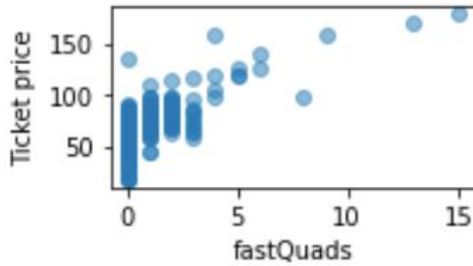
Modeling Results and Analysis

Created a heatmap. The features that correlated positively with high AdultWeekend prices were vertical_drop, Runs, snow_making_ac, and total_chairs.



Modeling Results and Analysis

Scatterplots were created based on single features. Features that stood out were fastQuads, runs, total skiable area, and chairs.



Modeling Results and Analysis

The forest regressor was chosen as the winning model.

The top four feature were: fastQuads, Runs, Snow Making_ac, and vertical_drop.

Summary and Conclusion

- Big Mountain's strategy of pricing higher than their competitors although it was a good strategy based off of the modeling there was no support to affirm.
- This study has shown that they have features that customers will pay a premium for
 - They are currently charging less than the resort's modeled value
- Features that customers value include:
 - fastQuads, Runs, Snow Making_ac, and vertical_drop