**Problem Statement:** What facilities should Big Mountain change or utilize to either cut costs without undermining the ticket price or support an even higher ticket price?

| **Context:**  Big Mountain Resort serviced by 11 lifts, 2 T-bars, and 1 magic carpet for novice skiers. It has recently installed a new chairlift that will increase its operating costs by $1,540,000 this season. Their pricing strategy has been to charge a premium above the average price of resorts in its market segment, however, basing their pricing on the market average does not provide a good sense of how important some facilities are compared to others. What can they do to select a better value for their ticket price? Also, what changes will cut costs without undermining the ticket price or will support an even higher ticket price?  **Criteria for Success:**   * Find what changes to the facilities should be made to support an increase in ticket prices or reduce the cost of operation, without undermining the ticket price.   **Scope of Solution Space:**   * Reduce the number of chairlifts operating at a time during the weekdays, when it is less busy. This reduces the operating cost, however a lower price for the ticket would be expected during this time. * Opening them during the weekends when it is more crowded allows for an increase in ticket prices for the weekend because more facilities are open. * Increase cost of tickets as there is more skiable terrain and more snowfall. | **Constraints Within Solution Space:**   * The amount of snowfall to be predicted is not guaranteed. * Customers could just as likely book their trip for the weekdays instead of the weekends. However, with more terrain open during the weekends, they could also extend their trip into the weekends. * No guarantee that the weekends will be busier than the weekdays.   **Stakeholders to provide key insight:**   * Jimmy Blackburn: Director of Operations * Alesha Eisen: Database Manager   **What key data sources are required:**   * CSV file from Alesha Eisen: tells summit and base elevation, vertical drop from summit, trams, kind of chairlifts(fast eights, fast sixes, fast quads, quad, triple, and double, single), how many of each kind of lift is running, runs, terrain parks, longest run(miles), skiable terrain(acres), snow making(acres), days open last year, average snowfall, adult weekday pass, adult weekend pass, projected days open, and the total area skiable at night for night skiing. |
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