**BIG MOUNTAIN REPORT**

Big mountain ticket pricing right now is about undervalue base on the model prediction. Base on the model, Big Mountain Resort price could be $95.87 but the actual price is $81.00. Even with the expected mean absolute error of $10.39, this suggests there is room for an increase. However, this prediction is based on the feature of the chairlift, run, snowing and vertical drop. In order to make a good decision about price increase, Big Mountain resort should include more information about their customer and other expense such as hotel, relation between ticket price and customer purchase ticket, average profit per customer. The reason that the price increase in the ticket could be a bad decision for Big Mountain Resort if the total average profit per customer decrease more than the profit they get back from increasing the ticket price.

Based on our model, adding run and lifts will lead to increase revenue but just like increase the ticket price, it had the limitation. In the long run, Big Mountain Resort should increase their price but they can choose how to increase it bit by bit and gather more data from their customer to decide if they can add more run, lift to capture more ticket sale, or operation less lift, run to cut cost and increase profit.