

# Problem Statement Worksheet (Hypothesis Formation)

What opportunities exist for Big Mountain Resort to reduce operational cost by 1.5M while maintaining or increasing lifts services through overhead rationalization, operational improvements?

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## 1 Context

Big Mountain Resort, a ski resort located in Montana with access to 105 trails, facilitating about 350k people yearly. Operations have recently installed an additional chair in hopes of increasing the distribution of visitors across the mountain but would cost up to \$1.5M this season. Management has expressed a desire to decrease operational cost without undermining ticket prices while improving services to increase distribution of visitors across the mountain.

## 2 Criteria for success

New adjusted ticket pricing will be adopted and implemented for business use no later than the start of this season.

## 3 Scope of solution space

Applying adjusted ticket pricing to Big Mountain Resort to better understand the impact of ticket pricing on with services provided and weather conditions.

## 4 Constraints within solution space

- Weather conditions (snowfall per year)
- Facility maintenance

## 5 Stakeholders to provide key insight

- Director of Operations: Jimmy Blackburn
- Database Manager: Alesha Eisen

## 6 Key data sources

Metadata file from Database Manager (single CSV)

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