

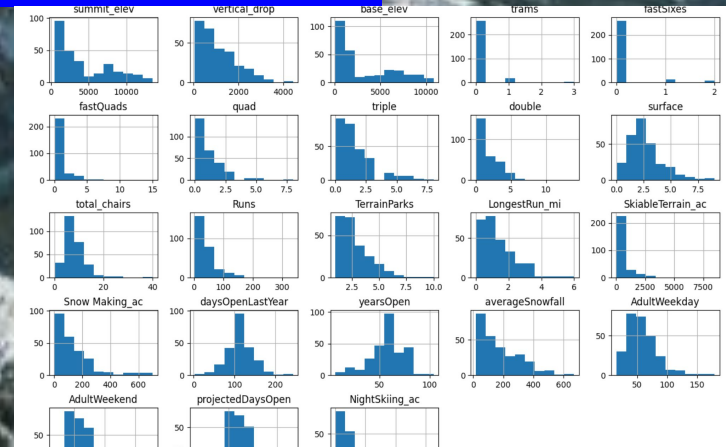
In Montana, Big Mountain Resort is a top ski destination. We've been assigned to help Big Mountain to improve its pricing and facility utilization. The company recognizes the need for improvement in certain areas of its operations. The goal is to use data analysis to determine a competitive price and assess the market value of their facility, all while reducing operating expenses.

Project Objectives

- Customize ticket pricing
- Maximize facility usage
- Cut Operational expenses

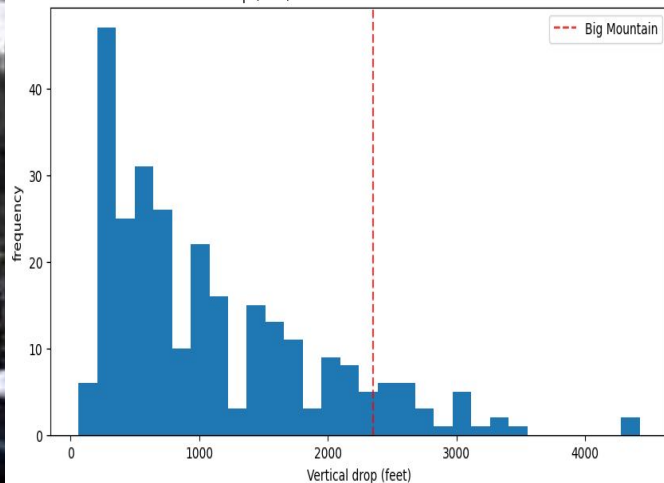
Recommendation and key findings

- Big mountain is among the best resorts in country as far as amenities and has what customers are looking for in a ski resort
- The price can be increased.
- The resort can cut costs by eliminating 3 ski runs without cutting into profit
- Most resorts lack what big mountain has and that gives you advantages in the pricing of tickets

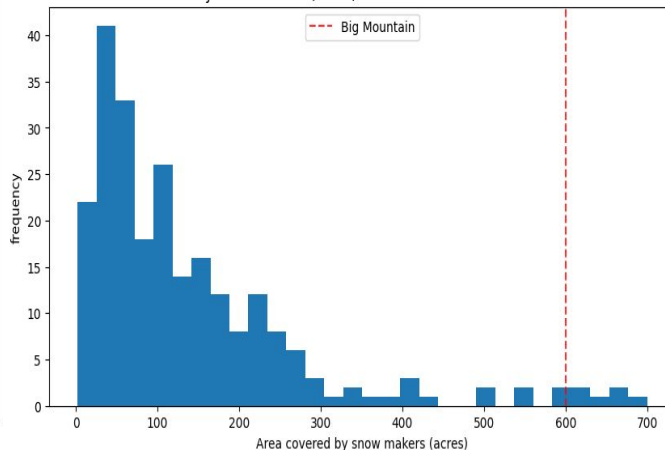


Our model found these features are an important way to look at pricing. As you can see Big mountain resort offers a substantially better experience than most resorts. Amenities such as Vertical drop, snow coverage, and more ski runs than most

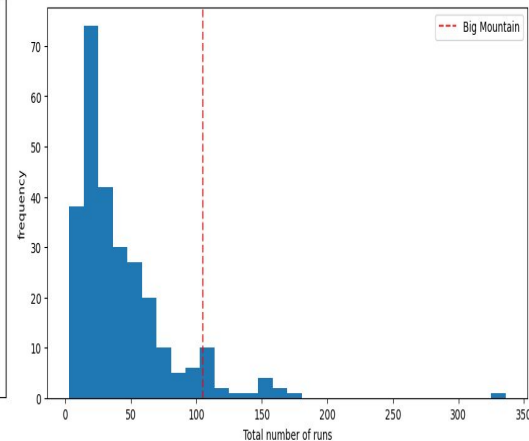
Vertical drop (feet) distribution for resorts in market share




Area covered by snow makers (acres) distribution for resorts in market share



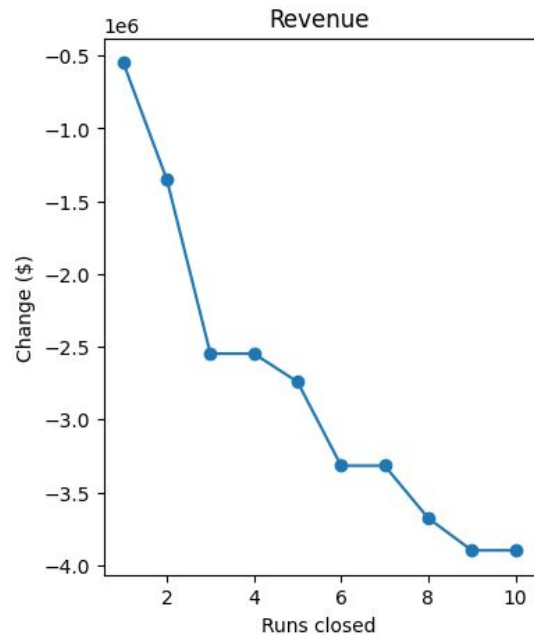
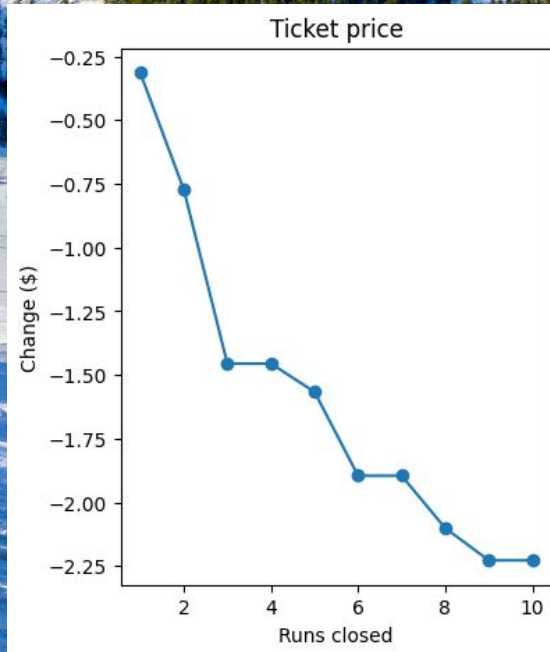
Total number of runs distribution for resorts in market share



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- Big Mountain Resort modelled price is \$93.75,
 - actual price is \$81.00
 - Expecting an error of \$10.34
 - this suggests there is room for an increase.
 - This result looks very optimistic
 - It looks like big mountain has been undercharging

Modeling results and analysis

As seen big mountain can cut its runs by up to 3 and still remain profitable



Summary and conclusion

- A price increase is undeniable with Big Mountain Resort's one-of-a-kind resort amenities and fully immersive experience.
- Cutting runs will save money on operational costs while not eating into the profits.