

## Guided Capstone

### Big Mountain Resort

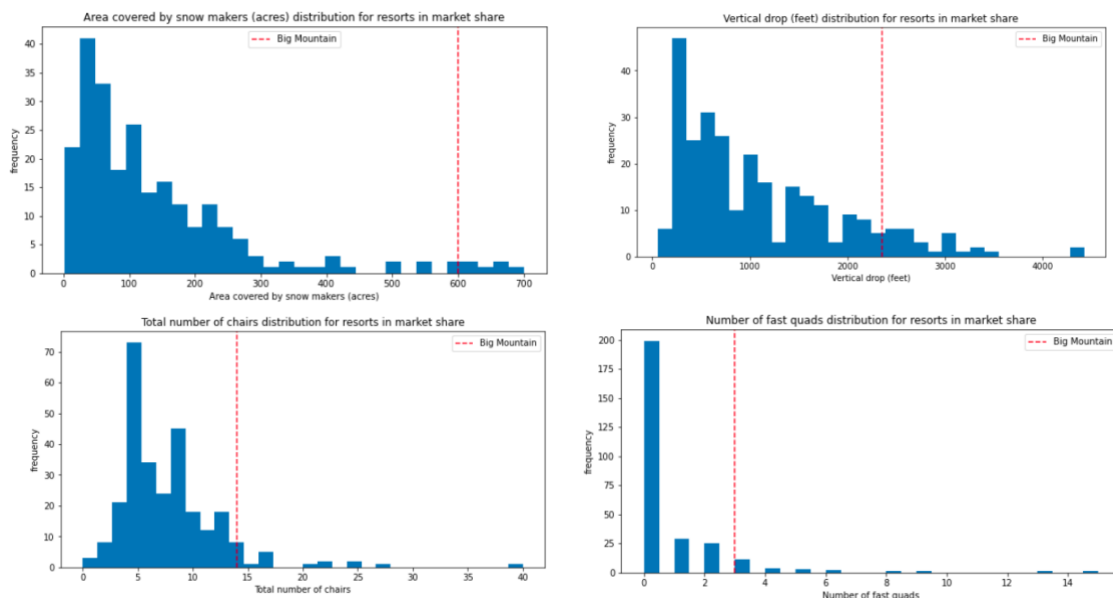
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### Objective:

Big Mountain Ski Resort is looking to maximize its capital on the resorts facilities by either cutting or supporting its ticket prices, in order to cover the expenses generated by their recent chair purchase of \$1.54 million. The company is looking to evaluate its operations with that of the other 330 resorts from the same market in the nation. Comparing each resorts' parks, trails, amenities, and daily operations can assist in analyzing what is best for Big Mountain.

### Analysis

- Big Mountain currently charges their ticket prices at \$81. Our predictive model shows that there is a room for a ticket price increase to about \$93.79 since there is a mean absolute error of 10.32 dollars.
- Big Mountain is also on top and highly favorable when compared to other resorts in terms of vertical drop, snow making acres, total chairs and fast quads.



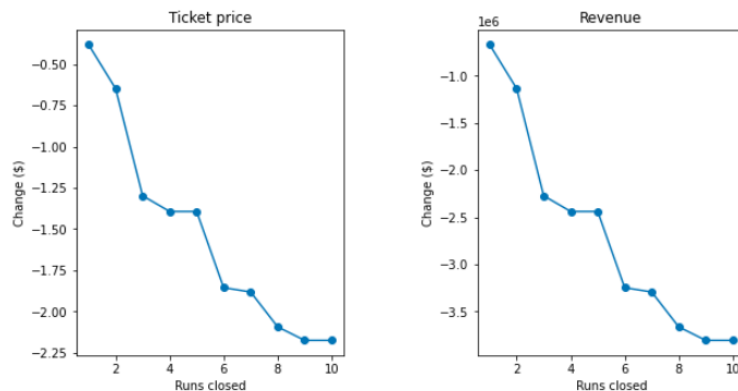
### Recommendations

1. Permanently closing down up to 10 of the least used runs. This doesn't impact any other resort statistics.
2. Increase the vertical drop by adding a run to a point 150 feet lower down but requiring the installation of an additional chair lift to bring skiers back up, without additional snow making coverage
3. Increasing vertical drop but also adding 2 acres of snow making cover

4. Increase the longest run by 0.2 mile to boast 3.5 miles length, requiring an additional snow making coverage of 4 acres

## Findings and Recommendations

1. Big Mountain can expect a \$858k increase with a \$0.49 increase in ticket prices with its projected sales from the 350,000 visitors. Adding 2 acres of snow does not make a difference in ticket prices but could be a potential additional expense.
2. Big Mountain could also close 1 run and have minimal effect in ticket sales
3. Increasing the longest run to 3.5 miles gives no potential increase in revenue



## Limitation

Many missing values were dropped which could have made an impact on findings, even though these prediction results show no impact with them.

## Future Analysis

Even though ticket prices were the only price data noted in this dataset, other factors could be considered.

- The demographics of visitors could be analyzed. For example, knowing the age range of visitors could potentially help in knowing what other services could be provided to accommodate and attract those visitors.
- Analyzing the ticket and pricing strategies of other resorts in the United States could be taken into consideration. Modeling those business strategies could potentially benefit Big Mountain Resort.