



EXCEED PROFIT MARGIN WITH TICKET PRICES

A PHASE 1 PLAN ON HOW TO EXCEED CURRENT PROFIT MARGIN
INCLUDING NEW CHAIR LIFT

THE PROBLEM

- Black Mountain Resort (BMR) installed new chairlift which increased operating costs by \$1.54 million.
- Goal is to maintain or exceed 9.2% profit margin this upcoming ski season.

SOLUTION

- Increase weekend ticket prices from \$81.00 to \$88.00, an increase of almost 9%.
- The current ticket price is too low compared to the market value.

THE SCIENCE BEHIND THE RESULTS

- Compared actionable factors such as average ticket prices and days open throughout the year for all 330 resorts in the United States
- Did not include uncontrollable factors such as resort location and elevation
- Model had an accuracy rate of over 91%
- Complete Project Report and Coding Notebook was sent to your inbox

NOW WHAT?

- Phase 1: Increase adult weekend ticket prices to \$88.00
- Phase 2: Green light for further investigation to build a comprehensive model of how to exceed 9.2% profit margin
- Phase 3: Apply comprehensive model to the business strategy

QUESTIONS?

