Big Mountain Resort

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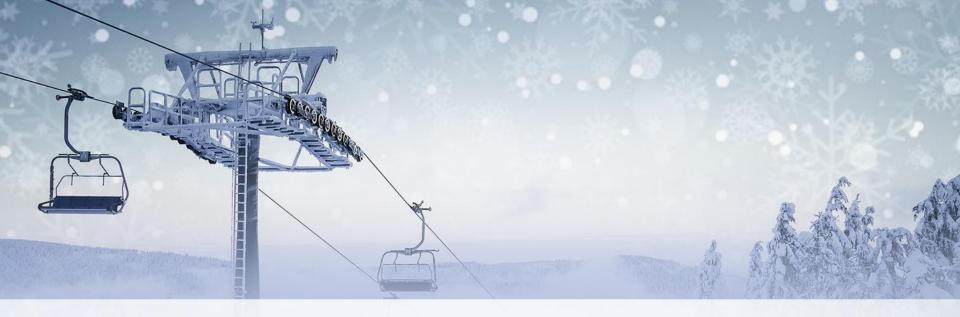**Date:** 16th of June 2025

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Problem statement:

What opportunities exist for Big Mountain Resort to effectively develop and implement a new pricing strategy that can maximize capitalization in their facilities investments to offset their recent additional operating cost by $1.54M this season.

The Challenge:

Title: What Are We Solving?

- Ticket prices haven't kept pace with Big Mountain's value and rising operational costs.
- Resort faces $1.54M in additional costs this season (e.g., new lift).
- Leadership seeks guidance on sustainable and profitable pricing.

Key Findings from the Data:
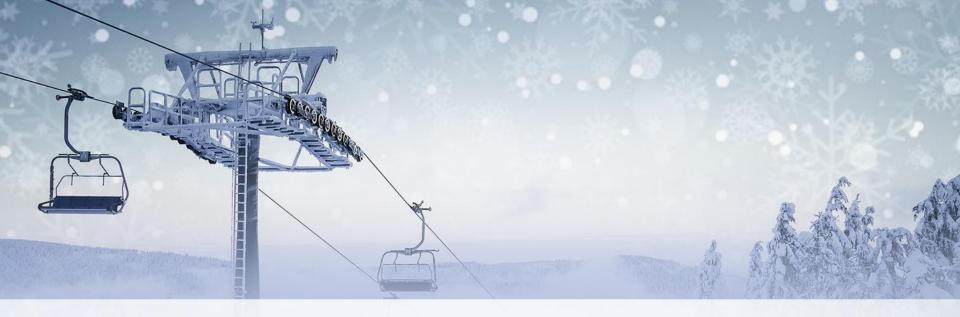
Title: What the Data Tells Us

- Revenue peaks during **winter weekends and holidays**.
- Primary customers: **Adults and families aged 18–40**.
- Highest revenue from **full-day and group passes**.
- Big Mountain ranks high on **facilities** but is potentially **undervalued**.

Model Recommendation:

Title: What Should We Charge?

- Recommended price: **$72** (current = $65)
- Expected revenue increase: **+12–15%**
- Model used: **Ridge Regression** ($R^2 = 0.82$)
- Factors: vertical drop, runs, chair lifts, group size, and seasonality

Simulation Highlights:

Title: What If We Make Operational Changes?

- Increasing vertical drop + snowmaking → **$17M in revenue**
- Closing underused runs → **small losses unless over 5 runs**
- *Dynamic pricing* possible, but weekday data missing

Limitations & What's Next:

Title: Data Gaps & Future Improvements

- No data on: **weekend vs weekday pricing, operating costs per run, customer feedback**
- Recommend: Build an **internal cost-tracking system**
- Next step: Turn model into a **dashboard for self-serve scenario testing**

THANK YOU