**Problem statement:**

How can Big Mountain Resort improve its pricing strategy to grow revenue by 10% in the next year by either higher ticket prices or cutting costs without undermining the ticket price

**Context**

Big Mountain Resort is a top-notch resort but it is not capitalizing on its facilities as much as it should. To grow revenue, it needs to select a better value for its ticket prices.

**Decision maker**

CEO, CFO

**Other stakeholders**

Director of Operations, Jimmy Blackburn

Alesha Eisen, the Database Manager

**Success criteria**

Success for this project = a clear set of actions to grow revenue by 10% in the next year

**Constraints**

Need to improve revenue as it has recently installed an additional chair lift which increased its operating cost significantly. Solely depend on the data source which may not be 100% accurate

**Scope + risks**

There is a risk of losing customers with higher price tickets or disappointing existing customers with changes.

**Data Source(s)**