

How to Increase the Revenue for the Big Mountain Ski Resort



Problem Identification

Installed a new chair lift
to help increase the
distribution of visitors
across the mountain

Increased \$1,540,000
operating cost for the
additional chair

Need to select a better
value for ticket price to
increase avenue

Exploratory Data Analysis

- Top 6 important features for predicting ticket price

number of fast quads

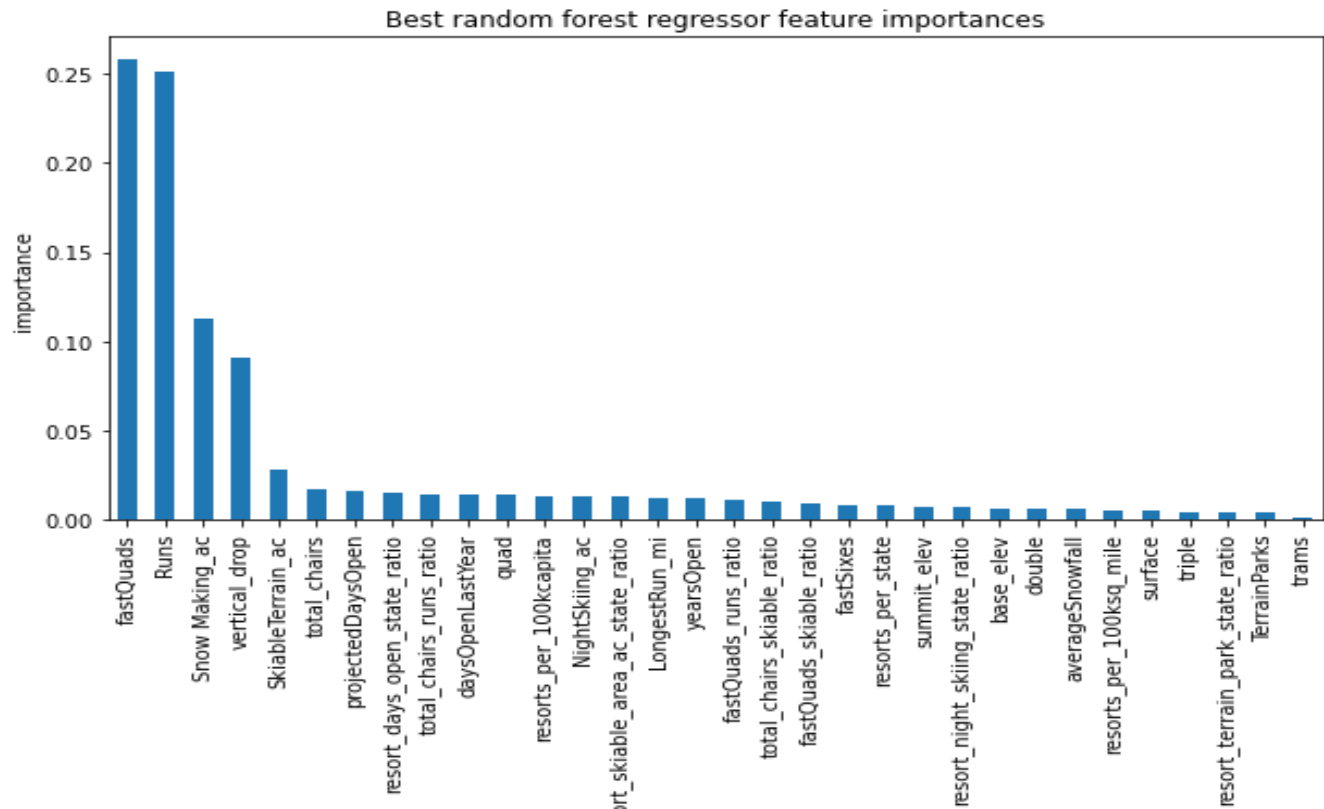
number of runs

snow making area

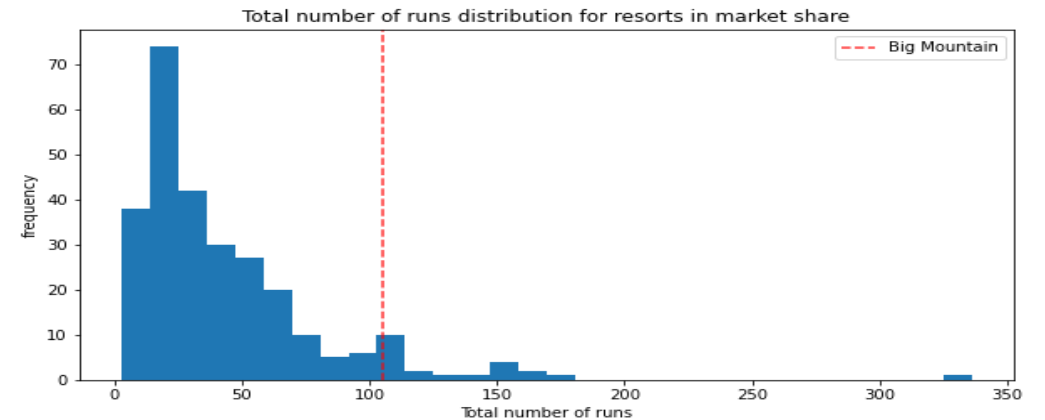
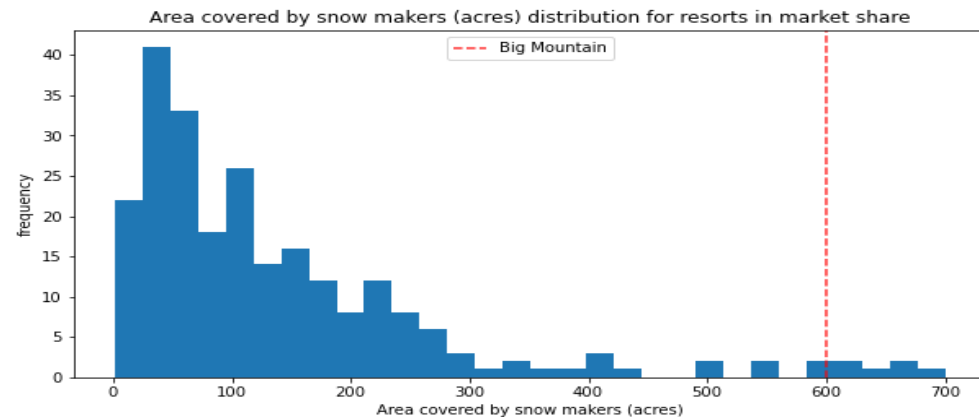
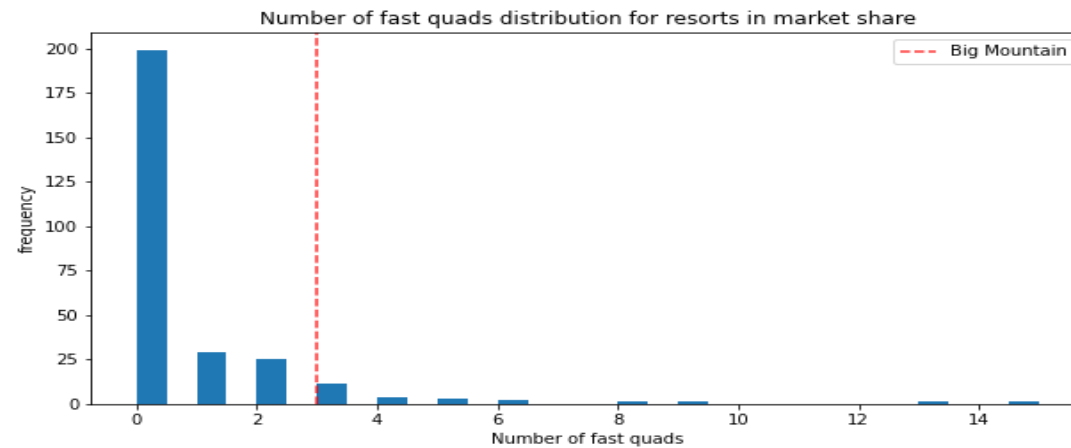
vertical drops

skiable terrain area

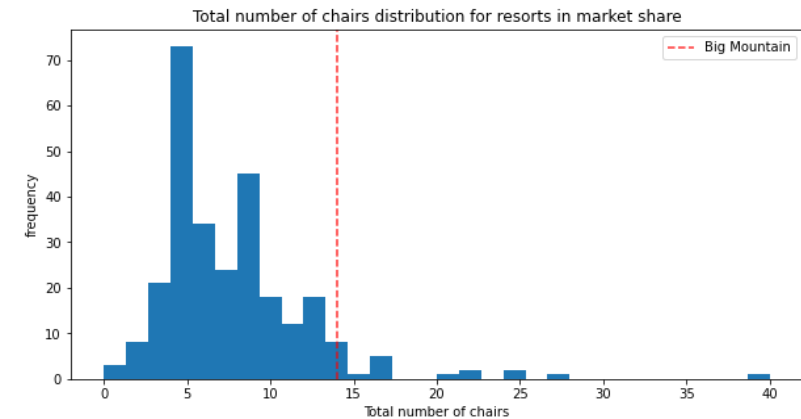
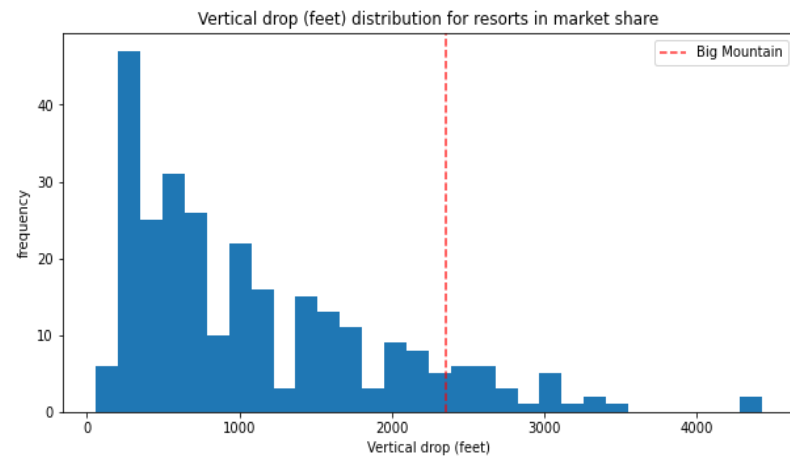
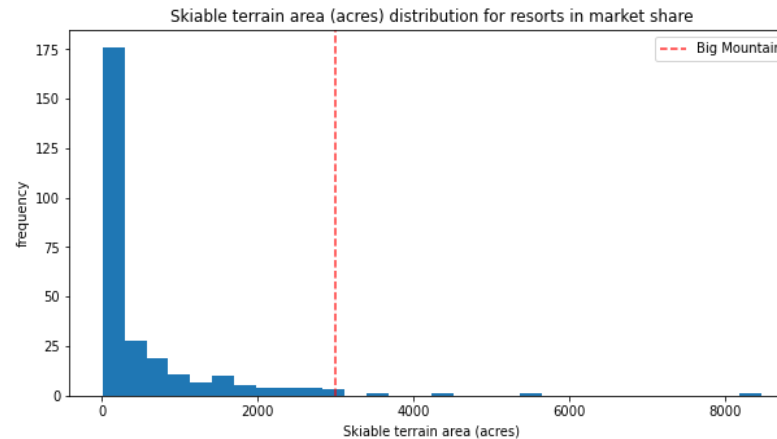
total chairs



Key Findings of the Big Mountain Features



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Modeling Assumptions



expected number of visitors
over the season is 350,000 on
average



visitors ski for 5 days on
average



the provided data includes the
new chair lift for the Big
Mountain Resort

Modeling Result

The Model suggests \$95.87 for
weekend ticket price
with the expected mean
absolute error \$10.39

Recommendation for Future Improvement

Increase the vertical drop
by adding a run to a point
150 feet lower down



install an additional chair
lift to bring skiers back up

Conclusion

The Big Mountain Resort can increase weekend ticket price to \$85.48

The expected revenue increase will be \$7,840,000 by the end of this season.