

Guided Capstone Project Report

Whitefish Mountain Resort (formerly known as Big Mountain Resort) offers spectacular views of Glacier National Park and Flathead National Forest, with access to 105 trails. Every year about 350,000 people ski or snowboard at Whitefish Mountain Resort (WMR). This mountain can accommodate skiers and riders of all levels and abilities. Big Mountain renamed its resort as Whitefish in 2007.

Whitefish Mountain Resort in Montana has 13 chair lifts, recently they added one, more, which increased operating costs by \$1,540,000. The management suspects that they are not capitalizing on its facilities as much as it could. The business wants data science guidance on how to select a better value for their ticket price.

Recommendation:

The focus of the project is on the business goal which is to show the value of all the facilities and services it provides to the customers is far beyond the ticket price of \$81.

It can be seen from the following table, Whitefish Mountain Resort's superiority in vertical drop 94% over other resorts in the nation, 219% better in runs, 231% better in longest run in miles and 70% better in total chairs but only their price is 26% higher. They can increase their price 20%, but as cautious approach, first increase by 10% and see how customers react, if the business did not decrease as a result of 10% increase, Whitefish Mountain resort can increase another 10% next time.

| Features | Ratios |
|-------------------|--------|
| Adult Weekend \$ | 1.26 |
| Vertical Drop | 1.94 |
| Runs | 2.19 |
| Longest Run Miles | 2.31 |

Days Open Last Year 1.07

Total Chairs 1.70

