

## @Whitefish Mountain Statement [Adi Tonangi]

### **Summary:**

Whitefish Mountain Resort (WFM) 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. This mountain can accommodate skiers and riders of all levels and abilities. Big Mountain renamed its resort as Whitefish in 2007.

### **Context:**

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.

### **Criteria for success:**

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

### **Scope of solution space:**

We will create scalable and reliable models, but we cannot guarantee all the expectations of the upper management will be met.

### **Constraints within solution space:**

We visualize constraints like getting database information about 350,000 people who come to have fun at Whitefish Mountain.

### **Stakeholders to provide key insights:**

James Blackburn: Director of Operations  
Alesha Eisen: Database Manager

### **Key data sources:**

We need the data on facilities, services to the visitors, people who signed as members, reviews from satisfied customers as well as complaints to properly assess the value against the ticket price