

Big Mountain Resort

Recommendation

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Problem Identification

- Big Mountain is not capitalizing on its facilities as much as it could
- Basing their pricing on just the market average does not provide the business with a good sense of how important some facilities are compared to others

Recommendation and key findings

- Data-driven business strategy
- Calculate a price based only on its competitors
- Compare information from 330 resorts in the US
- How important some facilities are compared to others

Modelling: Data

- 330 resorts data collected
- 35 features provided

Modelling: Features Selection

Features that came up as important in the modeling

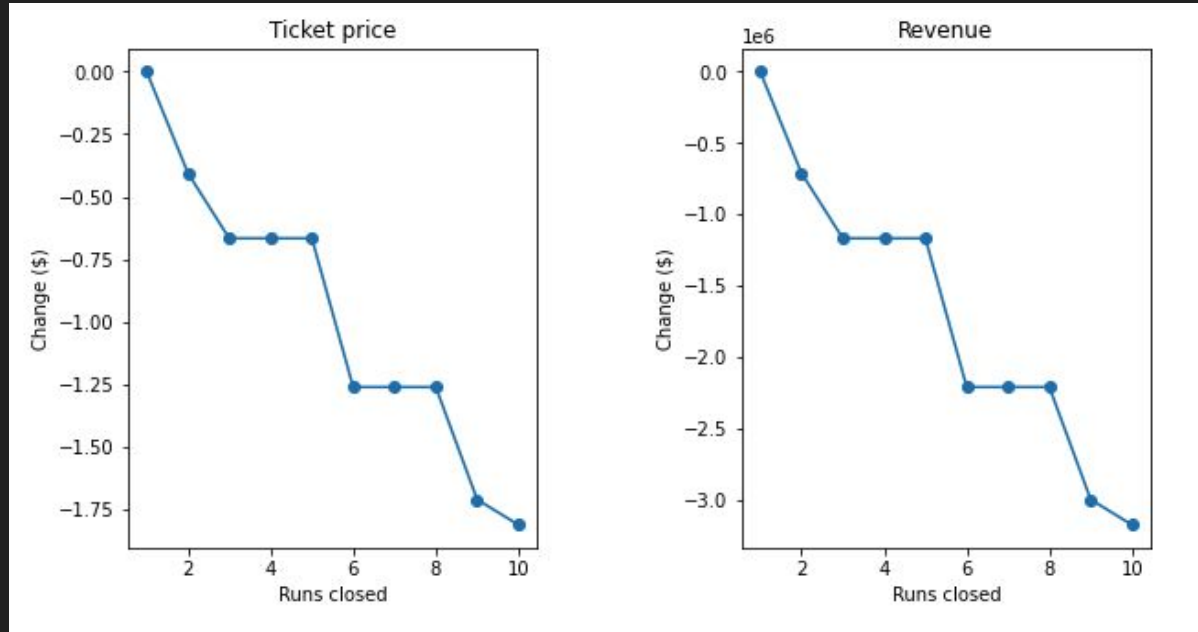
- vertical_drop
- Snow Making_ac
- total_chairs
- fastQuads
- Runs
- LongestRun_mi
- trams
- SkiableTerrain_ac

Modeling results

- Current price: \$81.00
- Modelled price is \$95.87
- Expected mean absolute error of \$10.39
- Room for an increase

Modelling Analysis: Run Closure vs. Revenue

Close 4-5 runs can reduce operation cost and no further loss in ticket price



Modelling Analysis:

Increases support for ticket price by \$2.29, expected amount \$4M

- adding a run
- increasing the vertical drop by 150 feet
- Installing an additional chair lift,
- Increasing the longest run by .2 miles

Conclusions

- Increase ticket price from \$84.00 to \$96.00
- Expected number of visitors over the season is 350,000
- Close 4-5 runs can reduce close without lost of ticket prices
- Other recommendation
 - Adding a run,
 - Increasing the vertical drop by 150 feet, and
 - Installing an additional chair lift
 - Increase the longest run by .2 miles