

Big Mountain Resort Problem Statement [Yuen Yee Lo]

What opportunities exist for Big Mountain Resort to increase revenue, reduce the costs without undermining the ticket price or will support an even higher ticket price through data-driven business strategy?

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1 Context

Big Mountain Resort, a ski resort located in Montana, has recently installed an additional chair lift to help increase the distribution of visitors across the mountain. This additional chair increases their operating costs by \$1,540,000 this season. The resort's pricing strategy has been to charge a premium above the average price of resorts in its market segment. The business wants some guidance on how to select a better value for their ticket price through data-driven business strategy.

2 Criteria for success

Evaluated the ticket price before the coming season.

3 Scope of solution space

Use data provided, contains information from 330 resorts in the US, how important some facilities are compared to others.

4 Constraints within solution space

The data contains information of the resorts but doesn't give information about number of visitors, medium income of the region, operation costs. Some areas are more expensive and we need to take into account.

5 Stakeholders to provide key insight

Jimmy Blackburn, Director of Operations
Alesha Eisen, the Database Manager

6 Key data sources

Data contains information of 330 resorts in the USA

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