





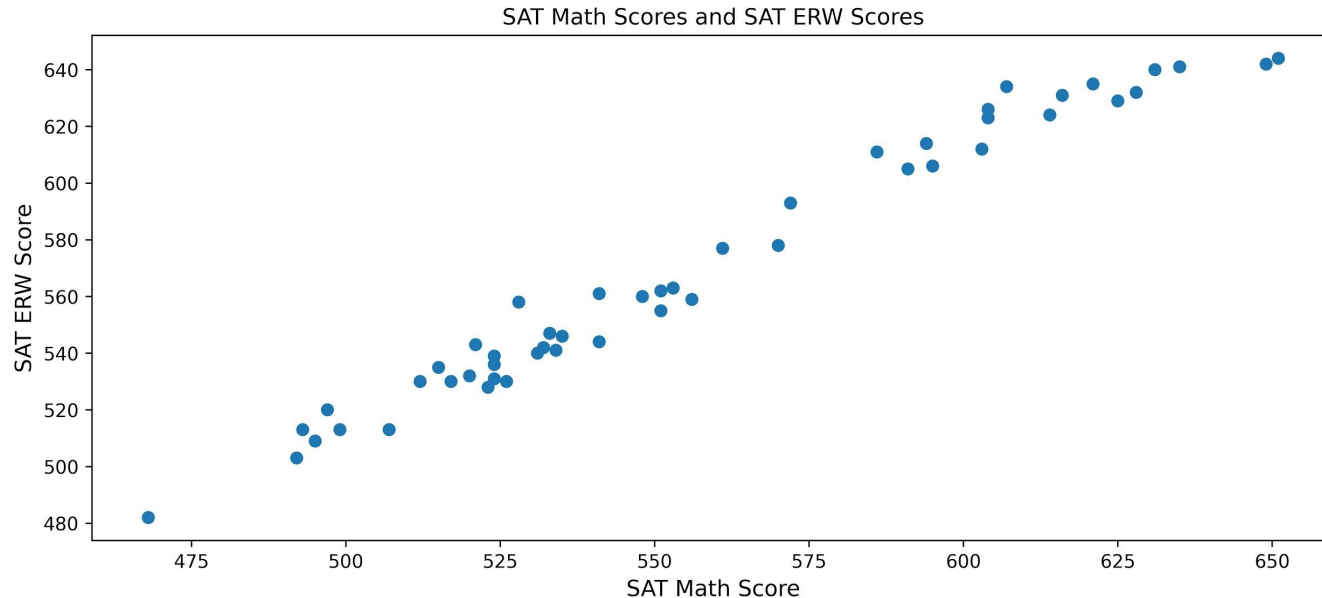
# Mathnasium Ad Campaign

2019-2020



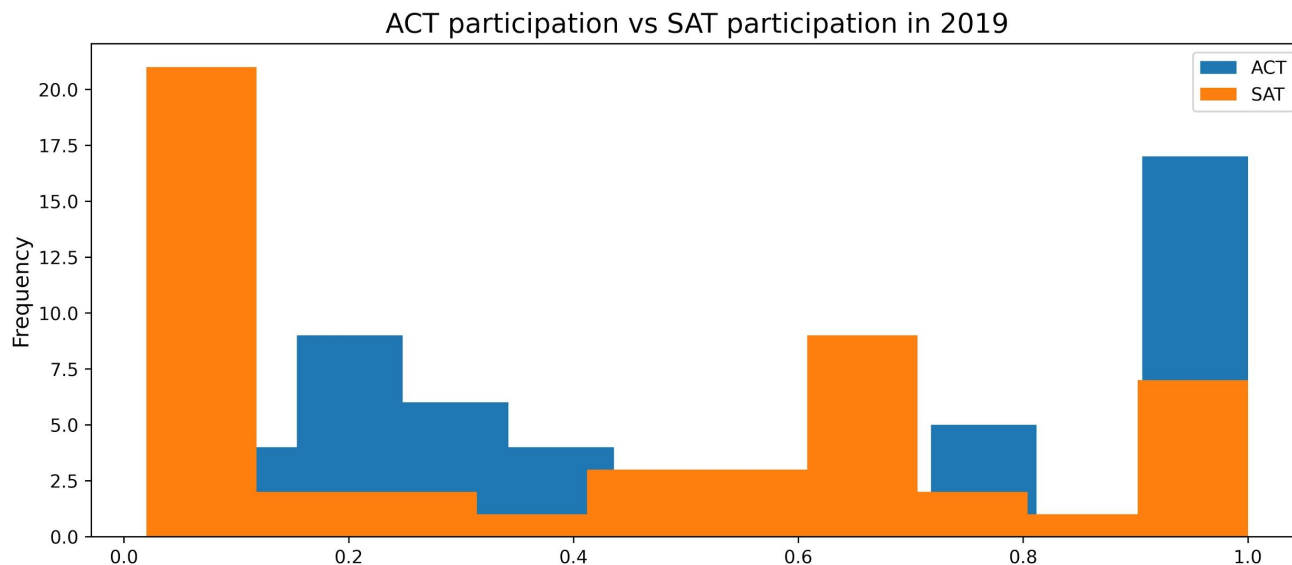
This project aims to identify ten states based on data from 2019 to be targeted for advertising and marketing in 2020 to aid in a successful ad campaign for the SAT/ACT Prep Program.

Is there a correlation between SAT Math scores and SAT Evidence-Based Reading/Writing scores?



Students who scored high on the SAT Math section also scored high on the SAT ERW section.

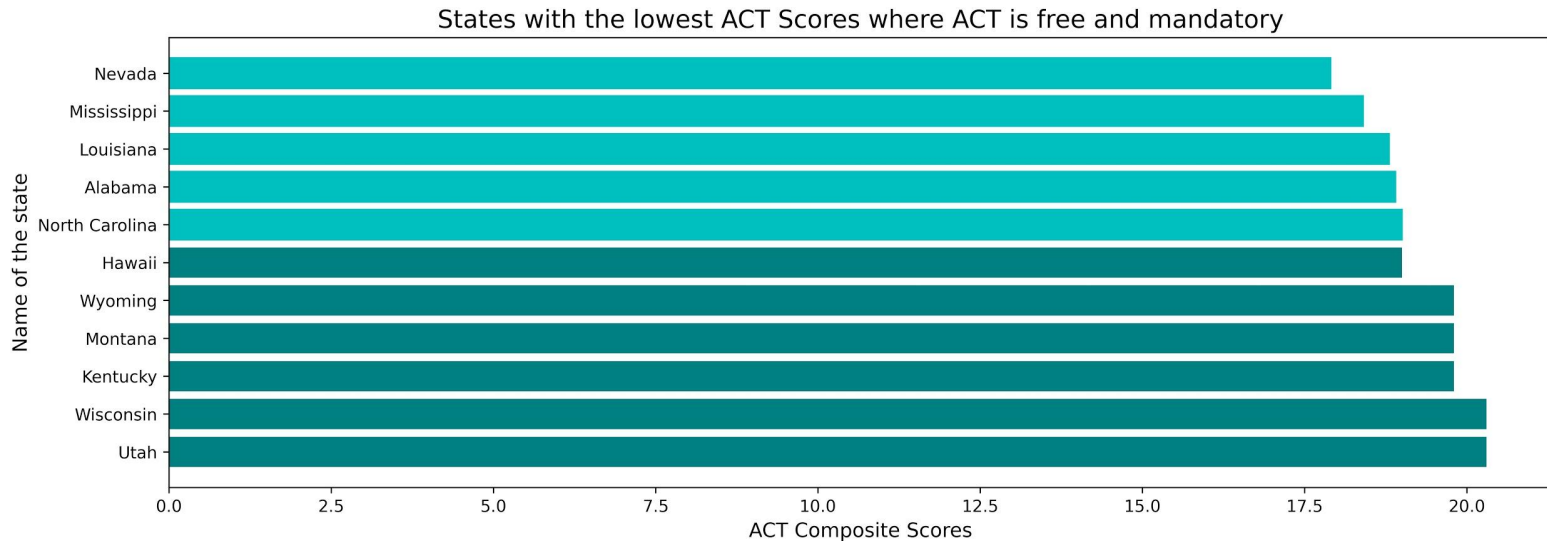
# Which exam is more popular or mandatory in more states?



In 2019, there were more states with 100% participation in the ACT than states with 100% participation in the SAT.

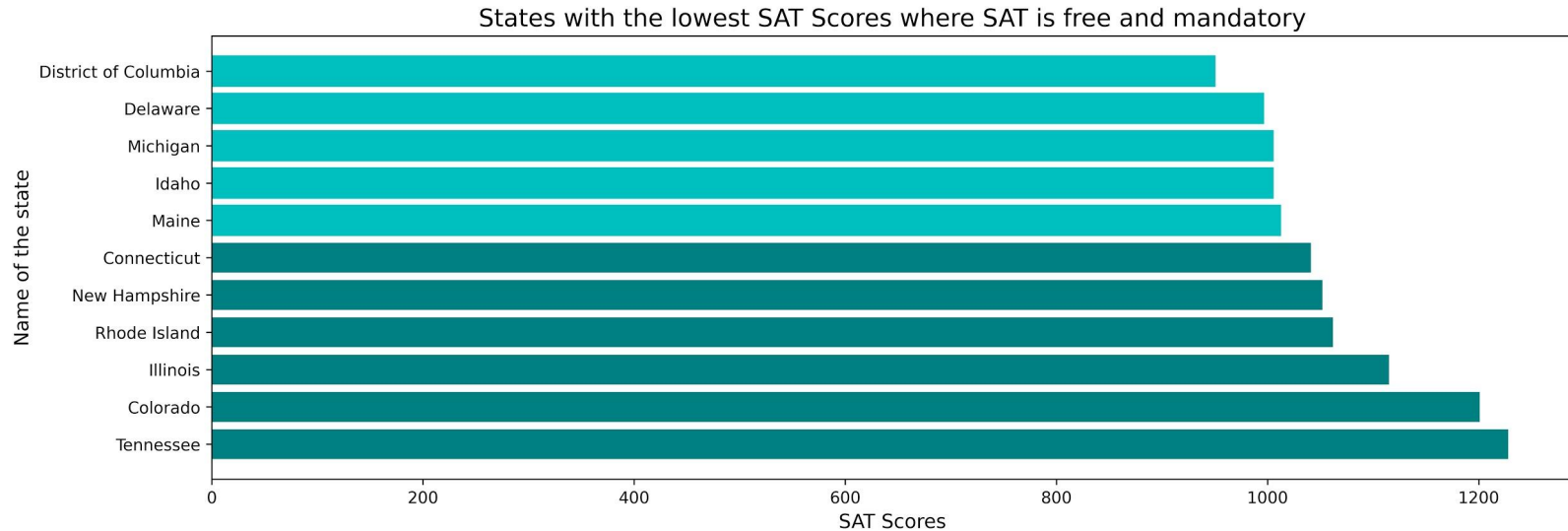
## Which states require the ACT exam and have the lowest scores?

**Nevada, Mississippi, Louisiana, Alabama, and North Carolina** require the ACT exam and are offering it at no cost, however their students scored low on the exam.



## Which states require the SAT exam and have the lowest scores?

**District of Columbia, Delaware, Michigan, Idaho, and Maine** require the SAT exam and are offering it at no cost, however their students reported low scores.



Based on our data analysis, we can draw these conclusions and make recommendations:

- Higher SAT Math scores are linked to higher SAT ERW scores.
- ACT is more popular and mandatory in more states.
- ACT Prep Programs should be emphasized in the following states: Nevada, Mississippi, Louisiana, Alabama, and North Carolina.
- SAT Prep Programs should be emphasized in the following states: District of Columbia, Delaware, Michigan, Idaho, and Maine.

**Thank you!**