

# Test-Prep Market Insights 2022

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**Presented by Group 1**

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## Our Purpose

- Why the analysis?

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## Our Data

- Data Selection
- Data Processing

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## Potential Market Opportunities

- Choice between ACT & SAT test
- Best/Poor Performing States

# 04

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- Popular Colleges & Majors

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- Limitations
- Recommendations



# 01



# Our Purpose

Why the analysis?

# A Big & Growing Pie!

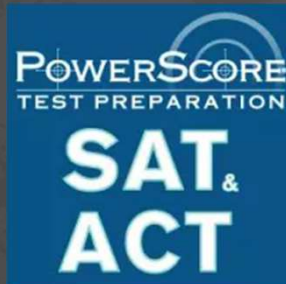
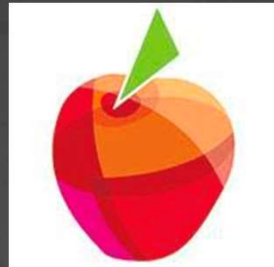
The SAT and ACT test prep was estimated to be a **US\$ 17.5 billion industry** in North America<sup>1</sup>. Every year, parents can pay up to thousands of dollars just to help their kids to secure a place of their dream school.

Despite the recent movement towards making these tests optional, the industry is still projected to continue to grow at Compound Annual Growth Rate of **6.39%**, which amounts to **US\$11.93 billion of growth** from 2022 to 2026<sup>2</sup>.

The purpose of our project is to **provide insights** on the industry based on the recent SAT and ACT scores to help service providers leverage on this expanding market.

<sup>1</sup><https://www.bostonglobe.com/business/2016/03/04/new-sat-paying-off-for-test-prep-industry/blQeQKoSz1yAksN9N9463K/story.html>

<sup>2</sup><https://www.prnewswire.com/news-releases/test-preparation-market-size-in-the-us-to-grow-by-usd-11-93-billion--increasing-use-of-analytical-tools-in-test-preparations-to-boost-growth--technavio-301541886.html>

The Khan Academy logo, featuring a green leaf icon and the text "KHANACADEMY" in white on a dark teal background.The ePrep logo, featuring a green circular icon with a white 'e' and the text "ePrep®" in green.The collegevine logo, featuring the text "collegevine" in green with a green leaf icon.

⇒ 02

# Our Data

Data Preparation



# Data Processing



Phase 1

Research



Phase 2

Data Cleaning



Phase 3

Merging of Datasets



Phase 4

Analysis!



# Phase 1 - Research To Supplement Existing Data

- 2020 SAT Scores by State (<https://soflotutors.com/blog/sat-scores-by-state/>)
- 2021 SAT Scores by State (<https://blog.prepscholar.com/average-sat-scores-by-state-most-recent>)
- 2020 ACT Scores by State  
(<https://www.act.org/content/dam/act/unsecured/documents/2020/2020-Average-ACT-Scores-by-State.pdf>)
- 2021 ACT Scores by State  
(<https://www.act.org/content/dam/act/unsecured/documents/2021/2021-Average-ACT-Scores-by-State.pdf>)



# Phase 2 - Data Cleaning

## Steps:

1. Import the datasets
1. Check for missing values, duplicate and outlier and fix values where applicable.
1. Check the data types of each feature and fix data types if necessary.
1. Rename columns all to lowercase and snake case.
1. Drop irrelevant rows/columns.





# Phase 3 - Merging of Datasets

## Reasonable Check:

1. Check and verify number of rows and columns of each merged dataset against the expected number of rows and columns.
  - a. Check for number of rows and columns ( e.g. using `dataset.shape()` )
  - b. Check for difference in row ( e.g. using set function )
1. Check for spelling errors, case sensitive names and other data issues if any.
1. Perform data cleaning (phase 1) if necessary to fix issues found in step 1 and 2 above.
1. Merge dataset once data is clean.
1. Go through step 1 to 3 above. If results are satisfactory, then proceed to data analysis.





# 03



# Potential Market Opportunities

Let's find out which states hold promising revenue

# Data Insights



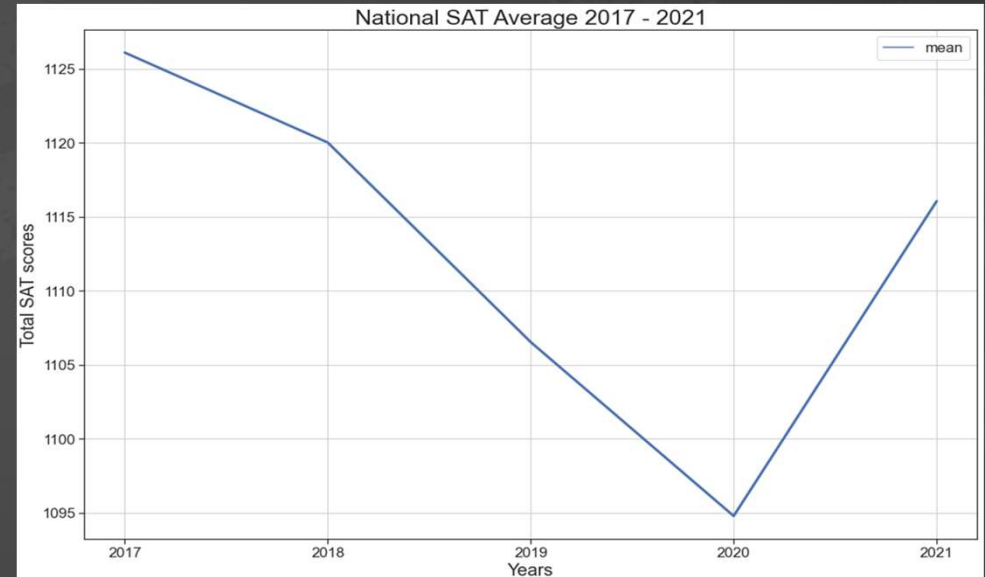
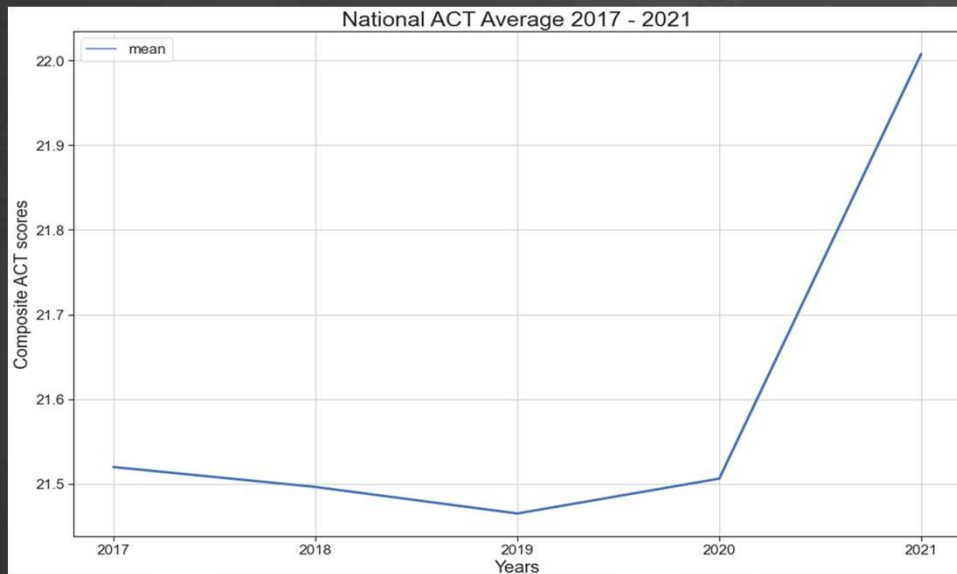
Trend



Insights

# ACT & SAT Performance Trend

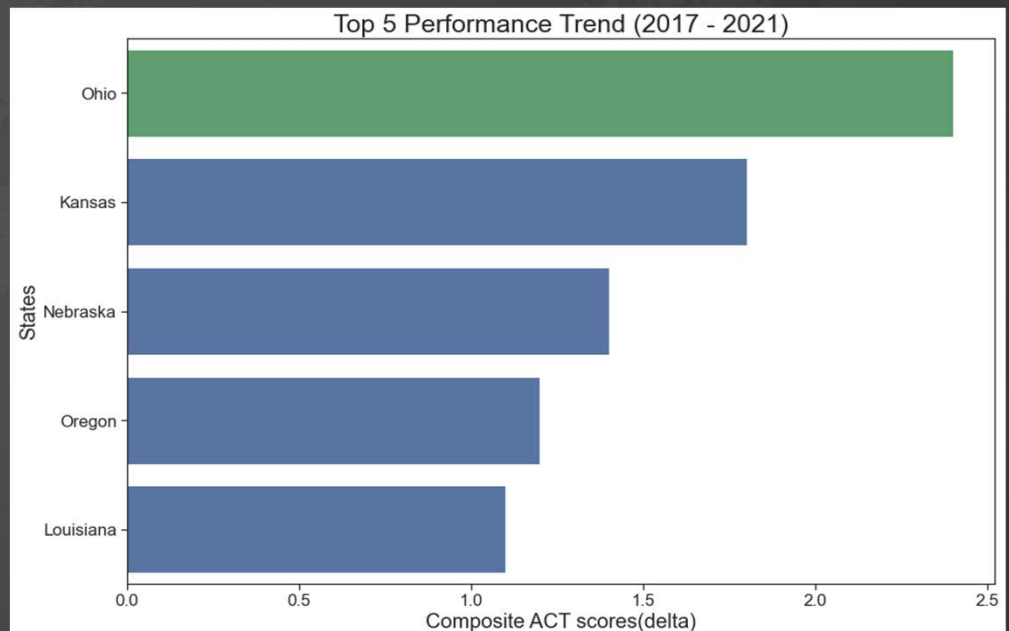
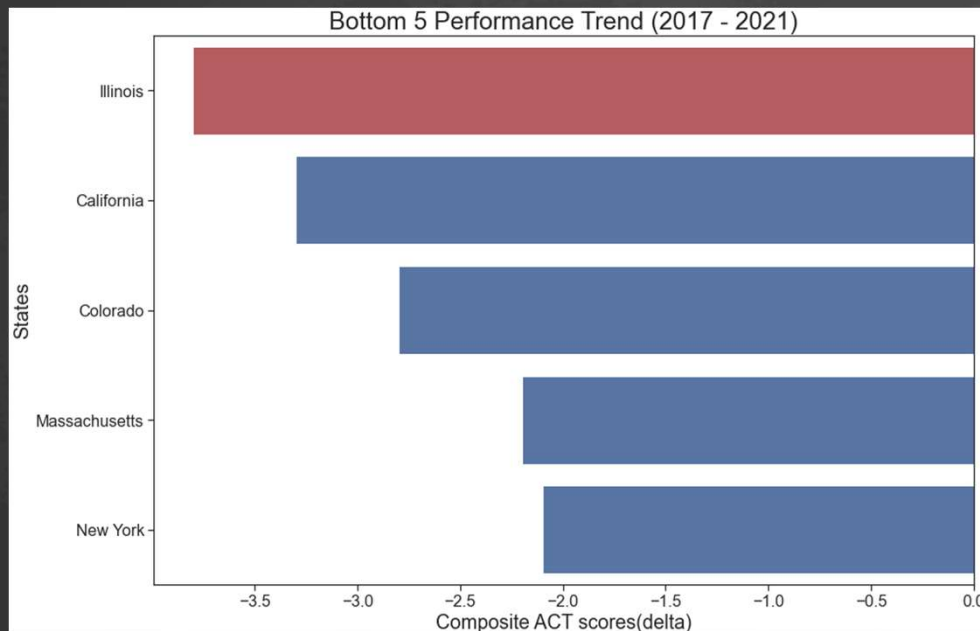
Average National score per year



- ACT National Average trend was average until 2021 can see a steep improvement
- SAT National Average trend was lowest at year 2020 and improved in 2021

# Top & Bottom 5 states (ACT)

By summation of 5 years delta (Year1 - Year2)



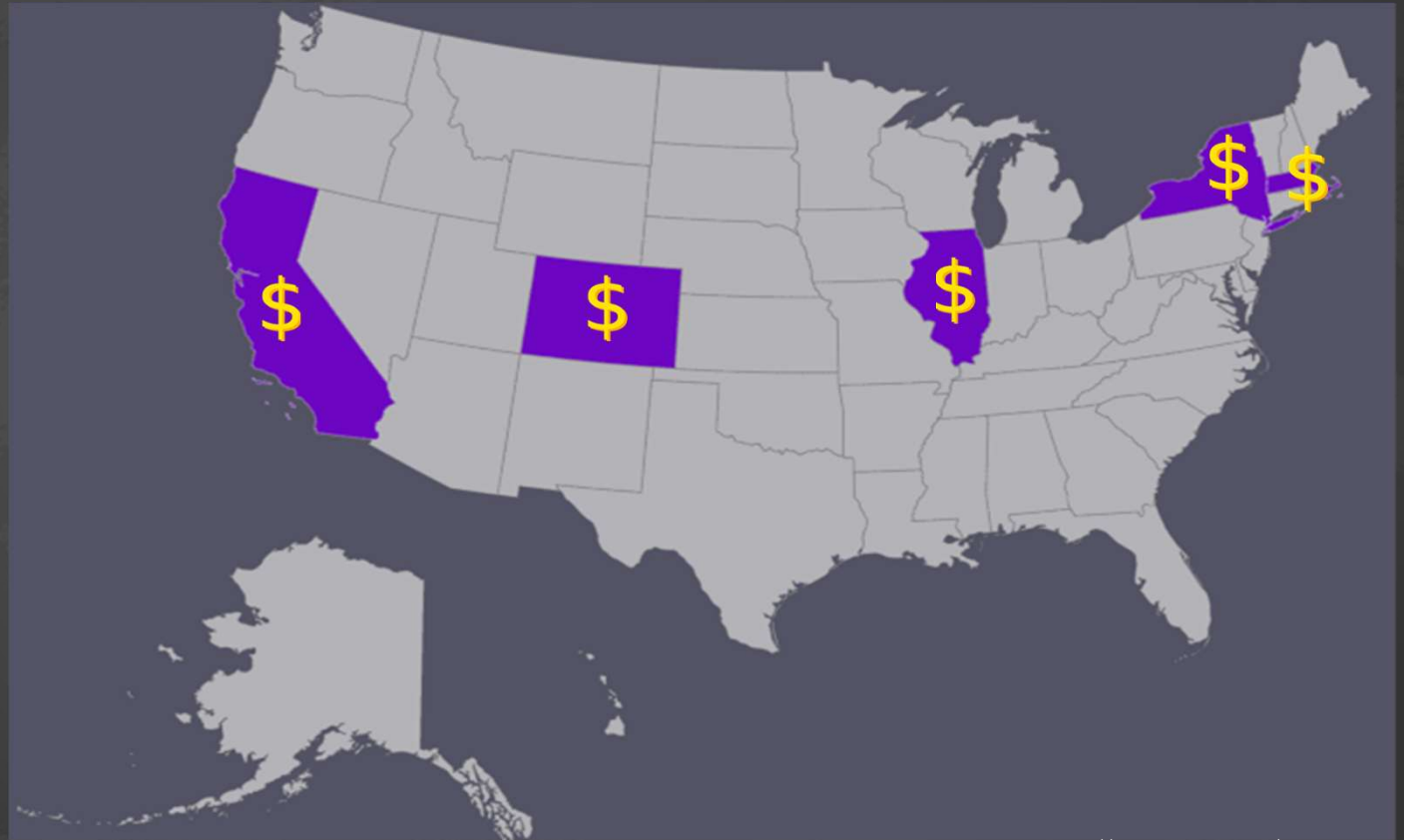
1. Top 5 : Ohio, Kansas, Nebraska, Oregon, Louisiana

2. Bot 5 : Illinois, California, Colorado, Massachusetts, New York

# Potential Markets for ACT

Service providers can consider tapping into these markets :

- Illinois
- California
- Colorado
- Massachusetts
- New York

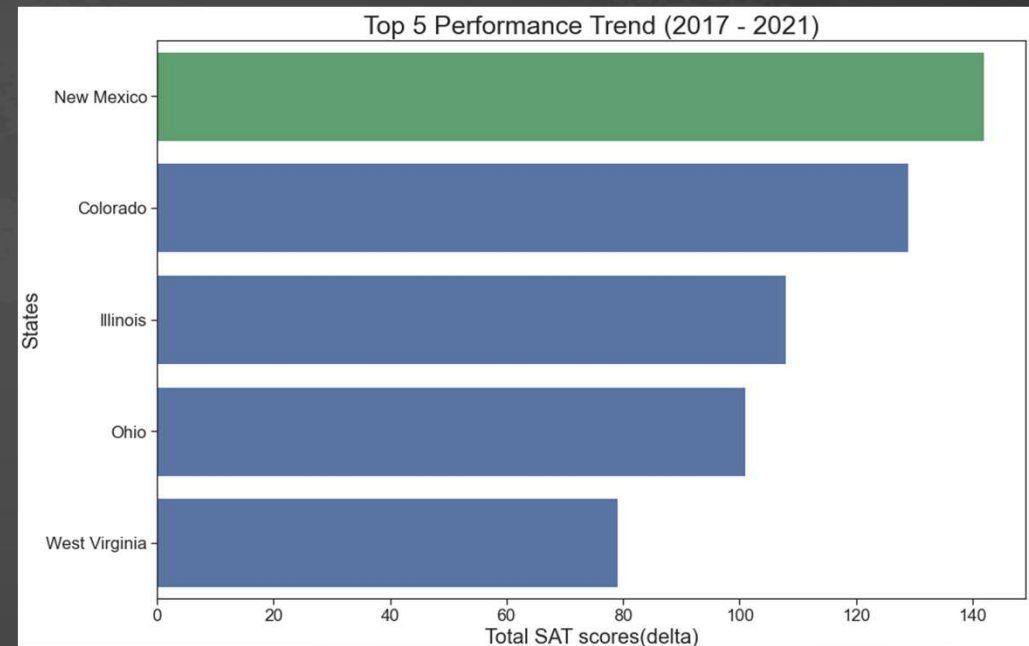
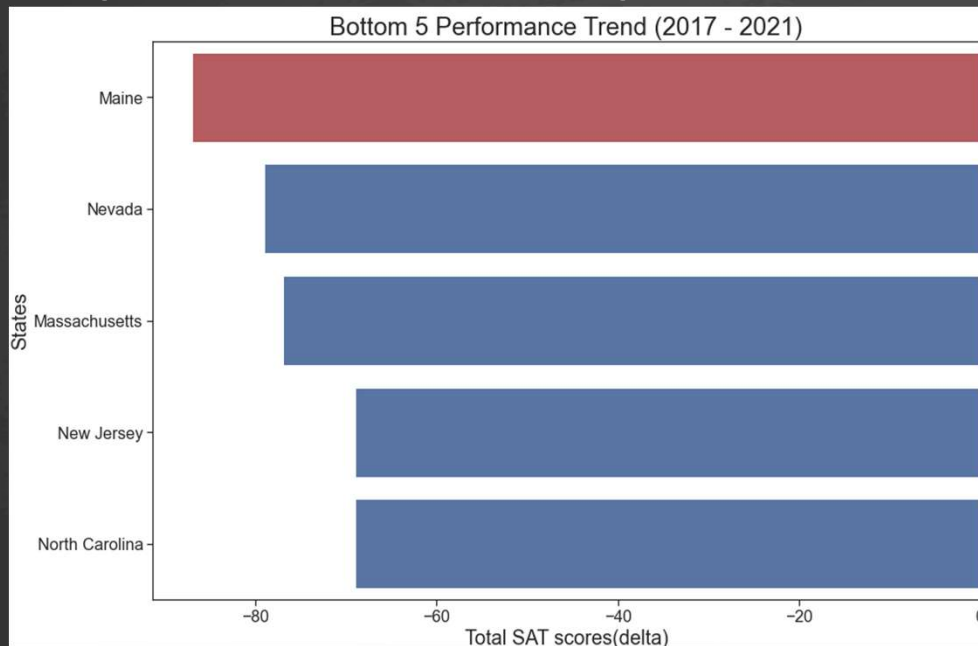


Source: <https://www.amcharts.com/>



# Top & Bottom 5 states (SAT)

By summation of 5 years delta (Year1 - Year2)



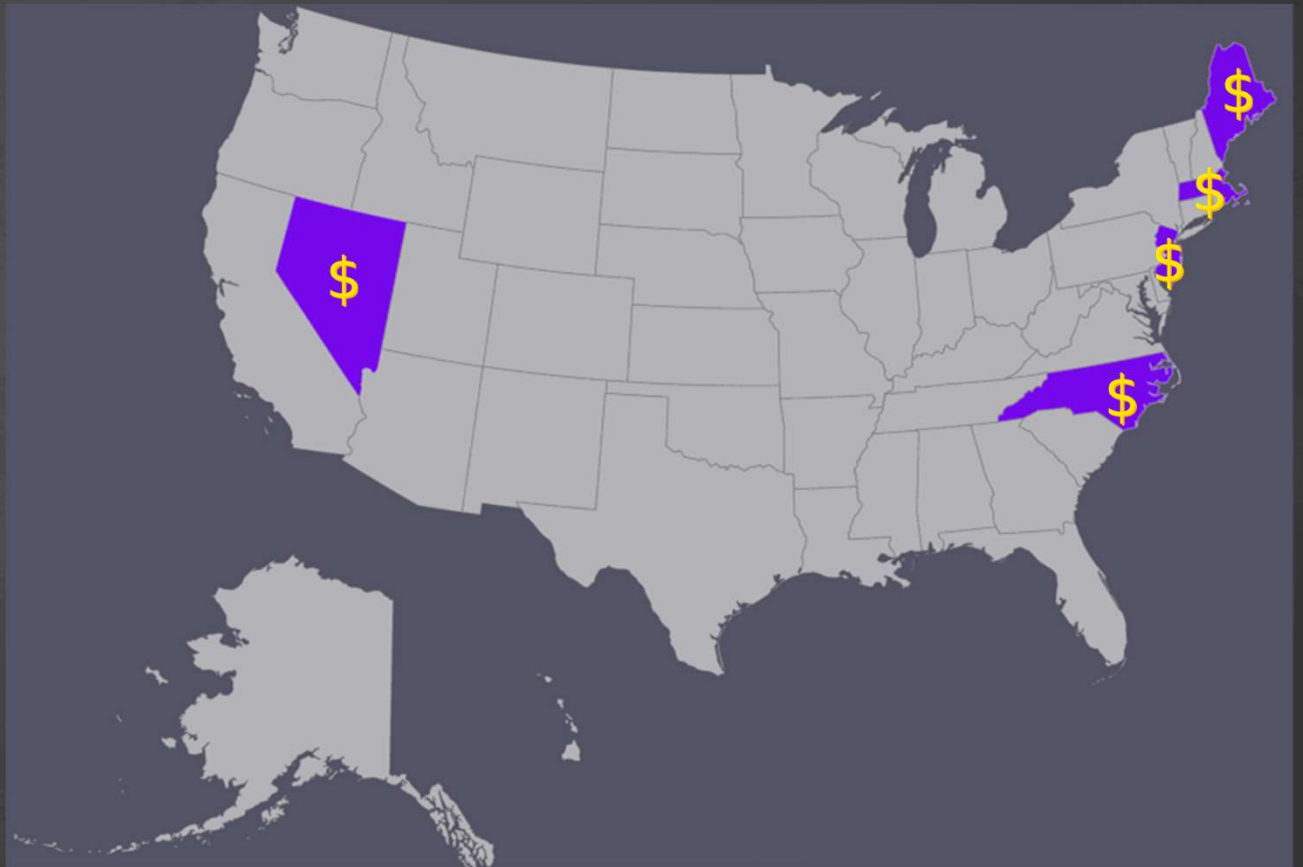
1. Top 5 : New Mexico, Colorado, Illinois, Ohio, West Virginia

2. Bot 5 : Maine, Nevada, Massachusetts, New Jersey, North Carolina

# Potential Markets for SAT

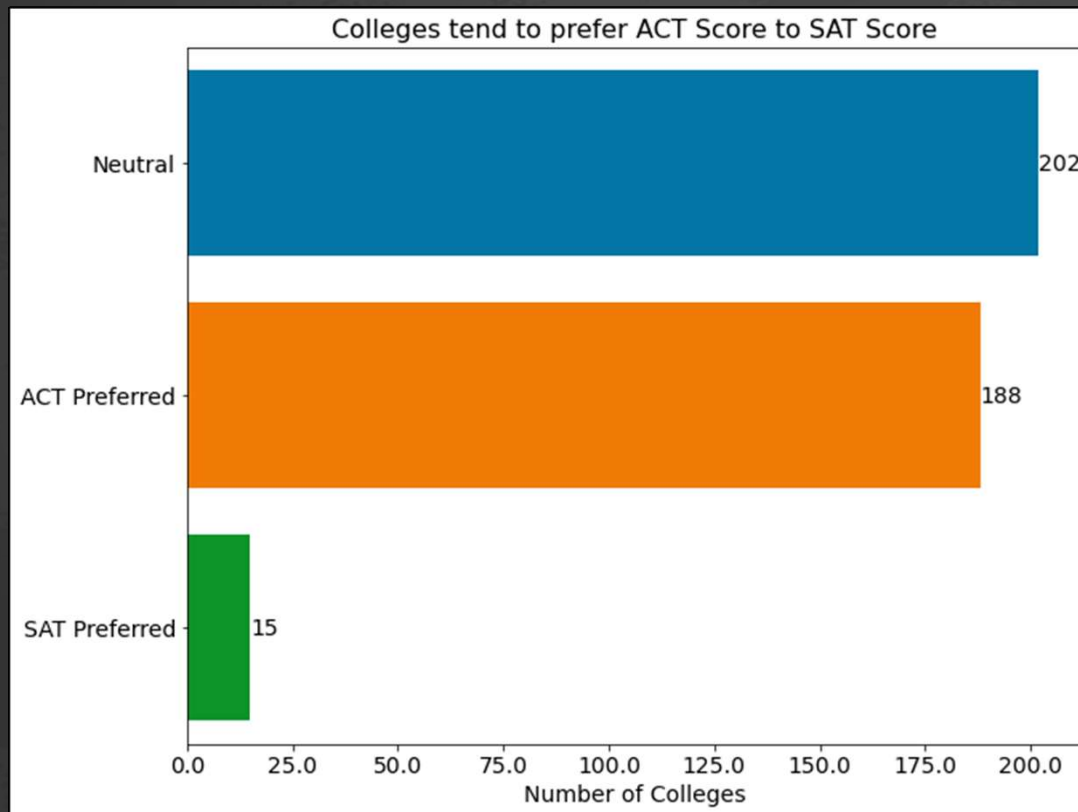
Service providers can consider tapping into these markets :

- Maine
- Nevada
- Massachusetts
- New Jersey
- North Carolina



Source: <https://www.amcharts.com/>

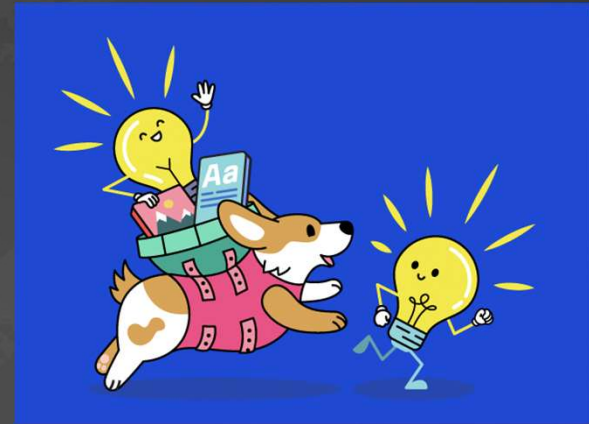
# Colleges Test Preference



Based on analysis, ~46% of colleges are more inclined towards ACT scores.

This information can be used for service providers to market ACT tests and potentially drive up demands of test-prep service for ACT.

# ⇒ 04



# Marketing Ideas

Understand students' demands  
Success story marketing

# What do students want?

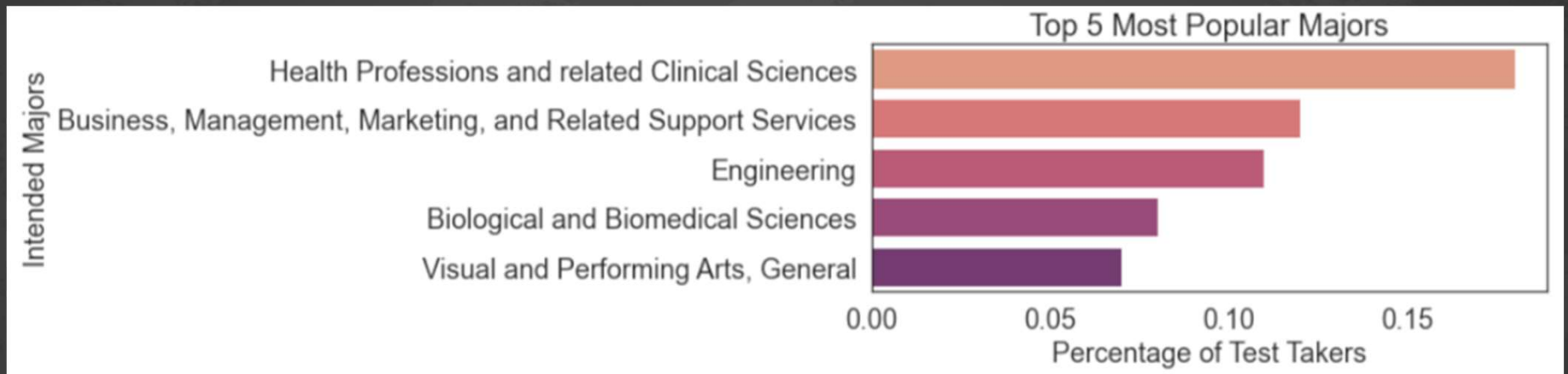


Dream Major



Dream College

# Top 5 Most Popular Majors

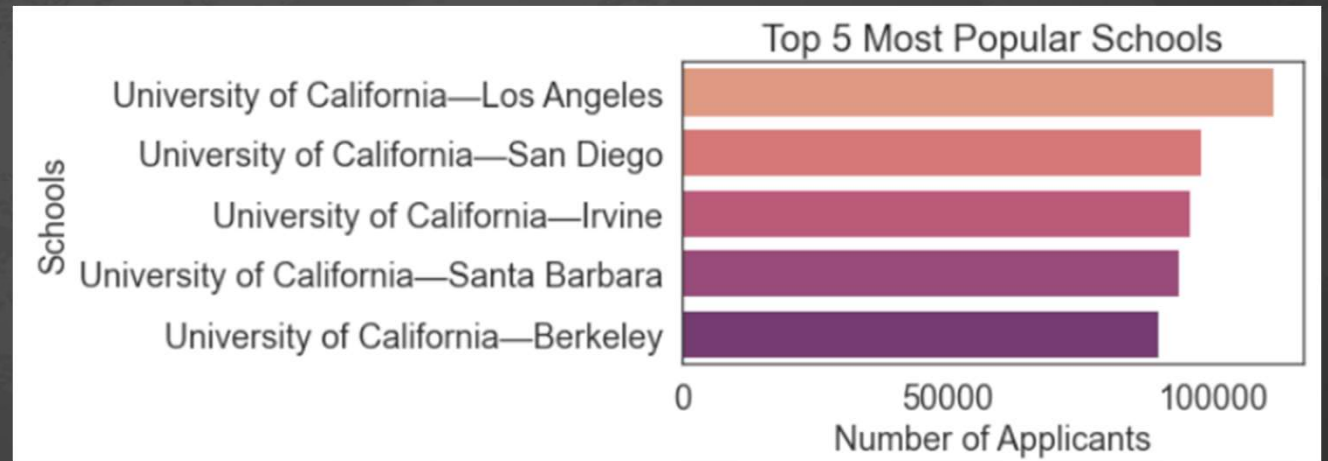


**56%** of students  
are interested in these 5 majors



# Top 5 Most Popular Colleges

University  
of California  
is the most popular



# Success Story Marketing

What  
Our Student  
Say About Us . . .



“ Q.Y.  
SAT SCORE 1580 ”

“ I’m certainly glad I took this course, my SAT went from 1450 to 1580 and this has helped me to land my dream offer in Business Analytics at the University of California - San Diego. ”



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# 05

# Conclusion

Final conclusion and Recommendations



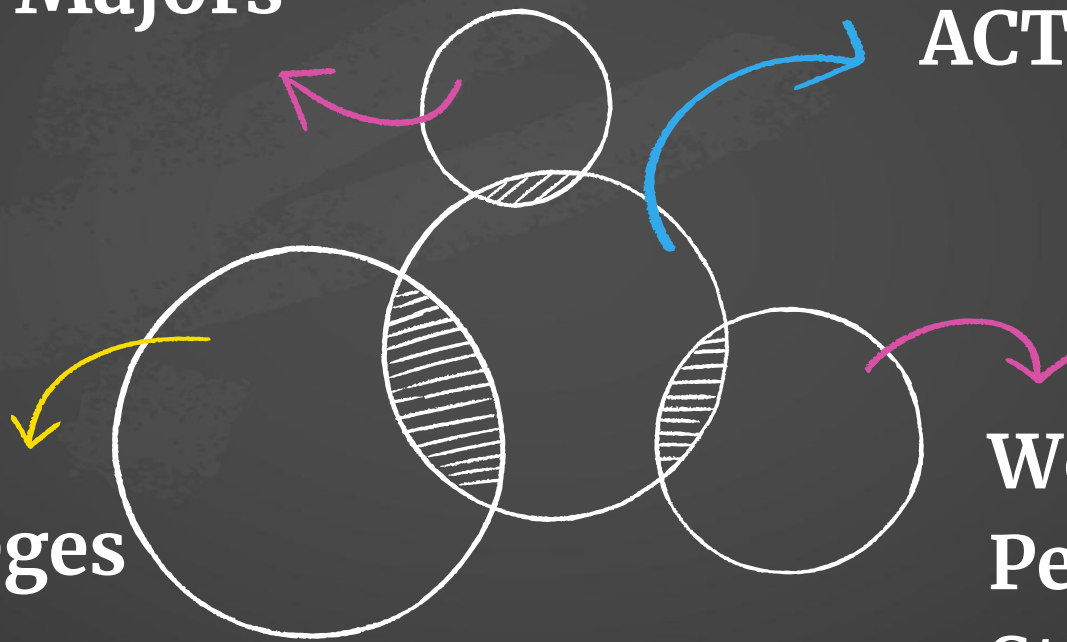
# Growing Your Pie!

Popular Majors

ACT vs SAT

Popular Colleges

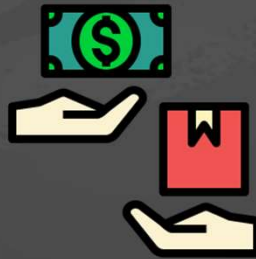
Worst  
Performing  
States



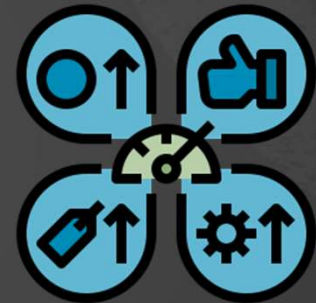
# Limitation



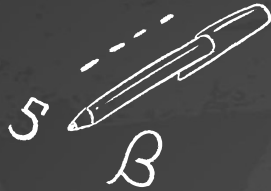
Limited Data



Insights  $\neq$   
Demands



Factors not  
captured



**Thank  
You!**



**Questions?**