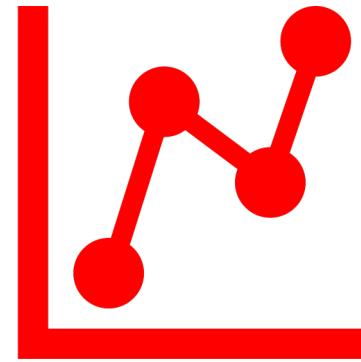


# SAT & ACT 2017-2018 Study

By: Guillermo Delso

# Outline

- Goal:
  - **To make recommendations about how the College Board might work to increase the participation rate in a \*\*state of your choice\*\*.**
  
- 1. Analysis of participation rates
  - a) National overview
  - b) Regional overview
  - c) Longitudinal comparison
- 2. Analysis of the test scores
  - a) View of those states with an outstanding test change
  - b) Correlation between test scores (Math & English)
- 3. Correlations between tests scores and participation rates.
- 4. Final remarks and recommendations
- 5. Questions



## Participation Rates

# 2017

# 2018

**state 2017\_sat\_participation**

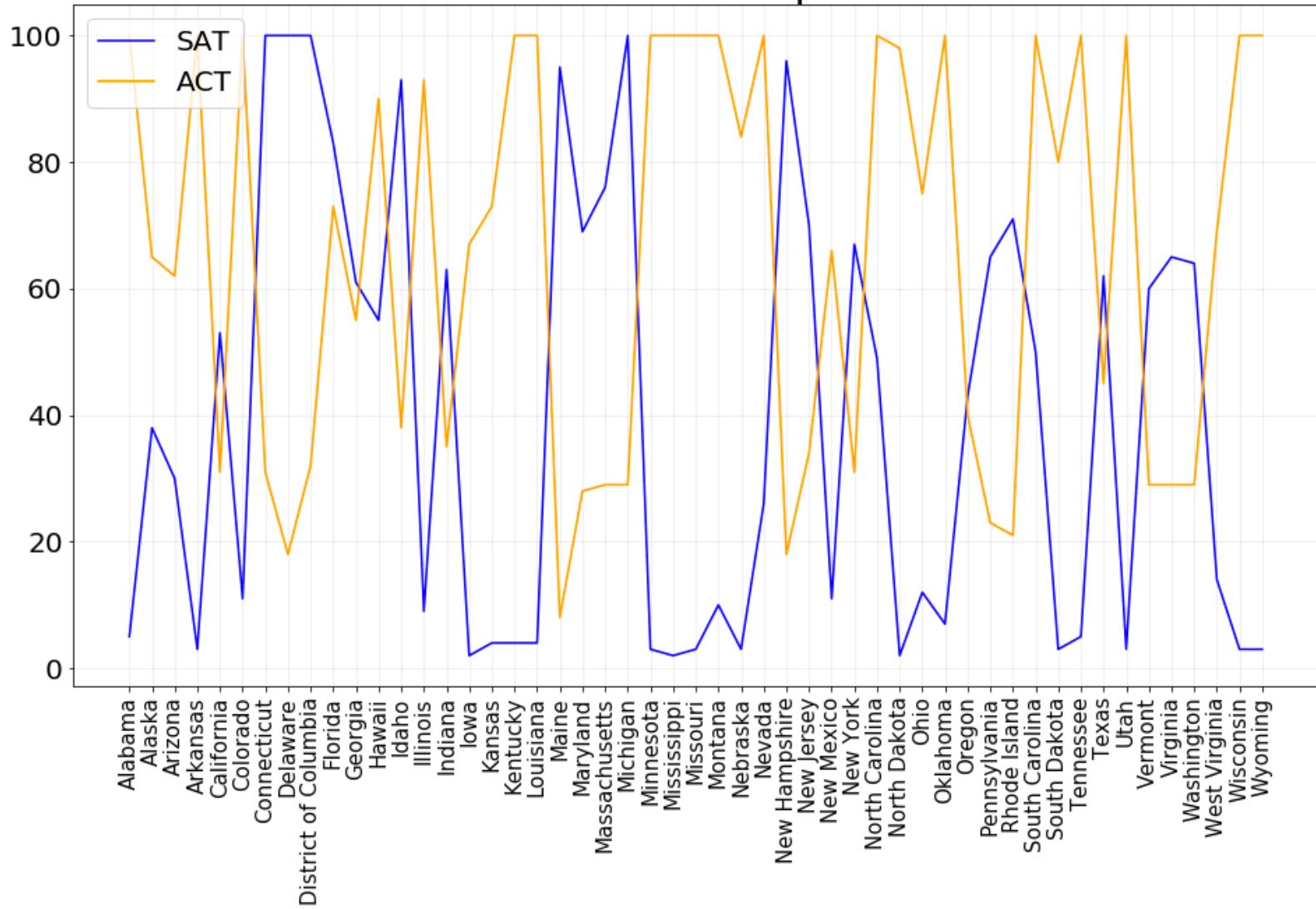
3	Arkansas	3.0
50	Wyoming	3.0
34	North Dakota	2.0
24	Mississippi	2.0
15	Iowa	2.0

**state 2018\_sat\_participation**

40	South Dakota	3.0
14	Iowa	3.0
48	Wisconsin	3.0
49	Wyoming	3.0
33	North Dakota	2.0

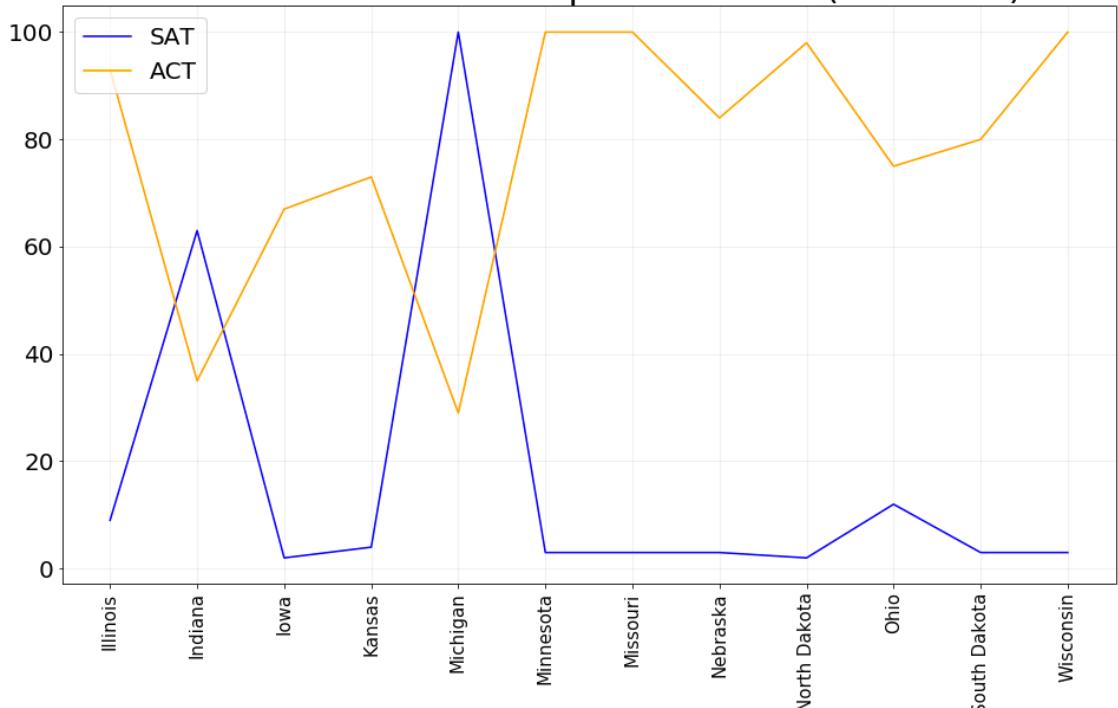
Worst SAT Total Participation (2017-2018)

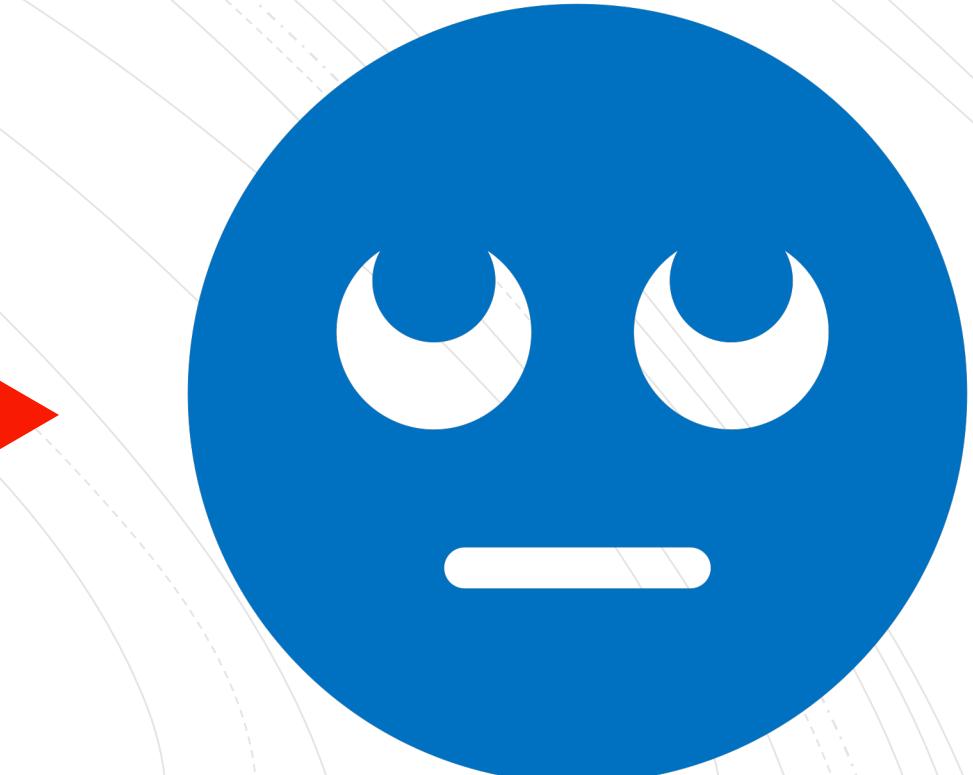
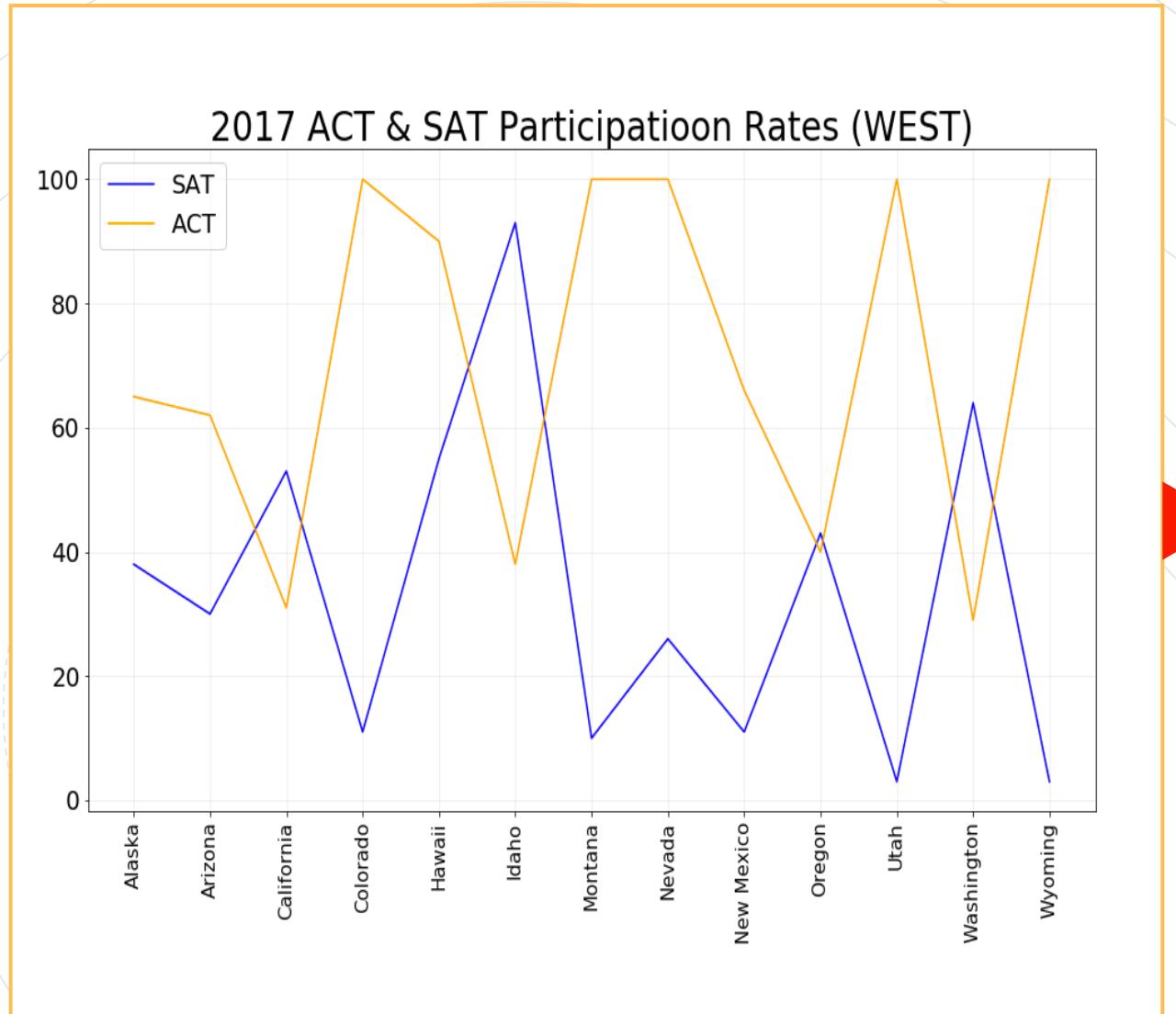
## 2017 ACT & SAT Participation Rates





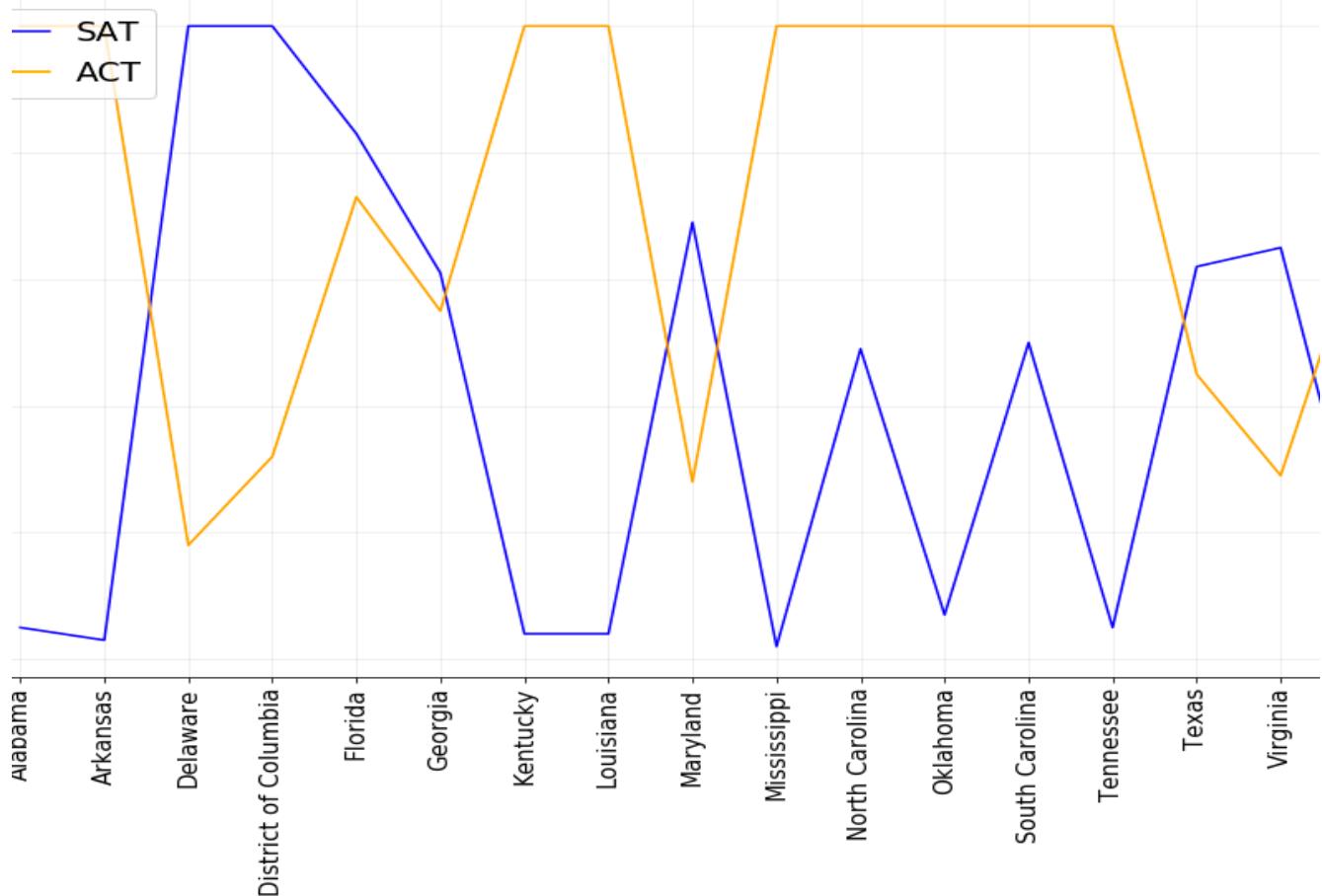
2017 ACT & SAT Participation Rates (MIDWEST)

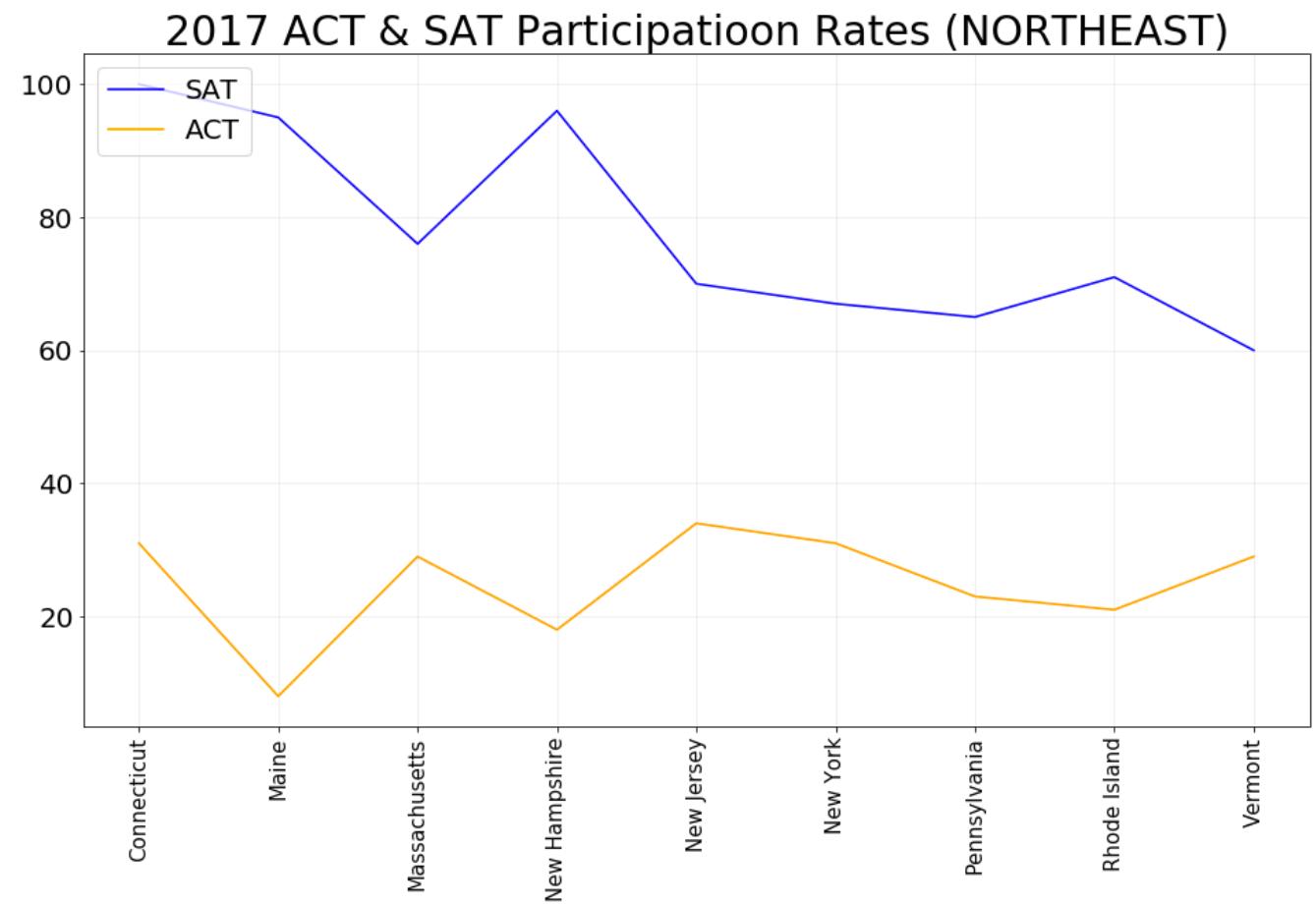




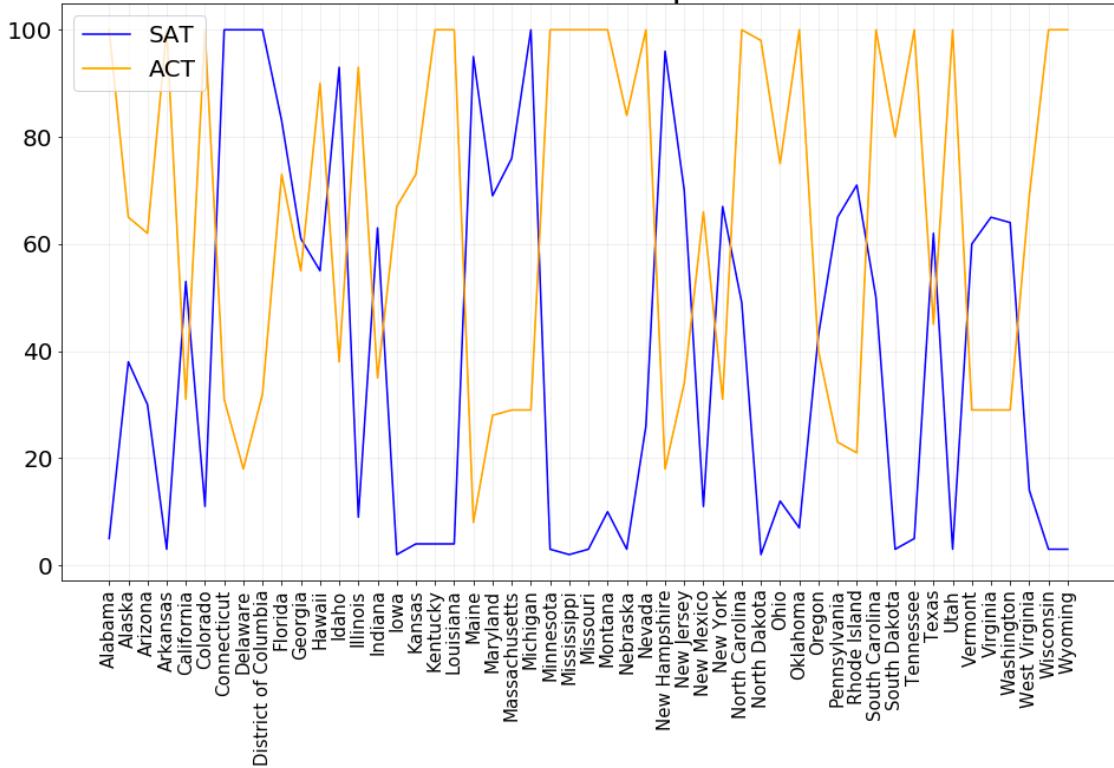


## 2017 ACT & SAT Participation Rates (SOUTH)

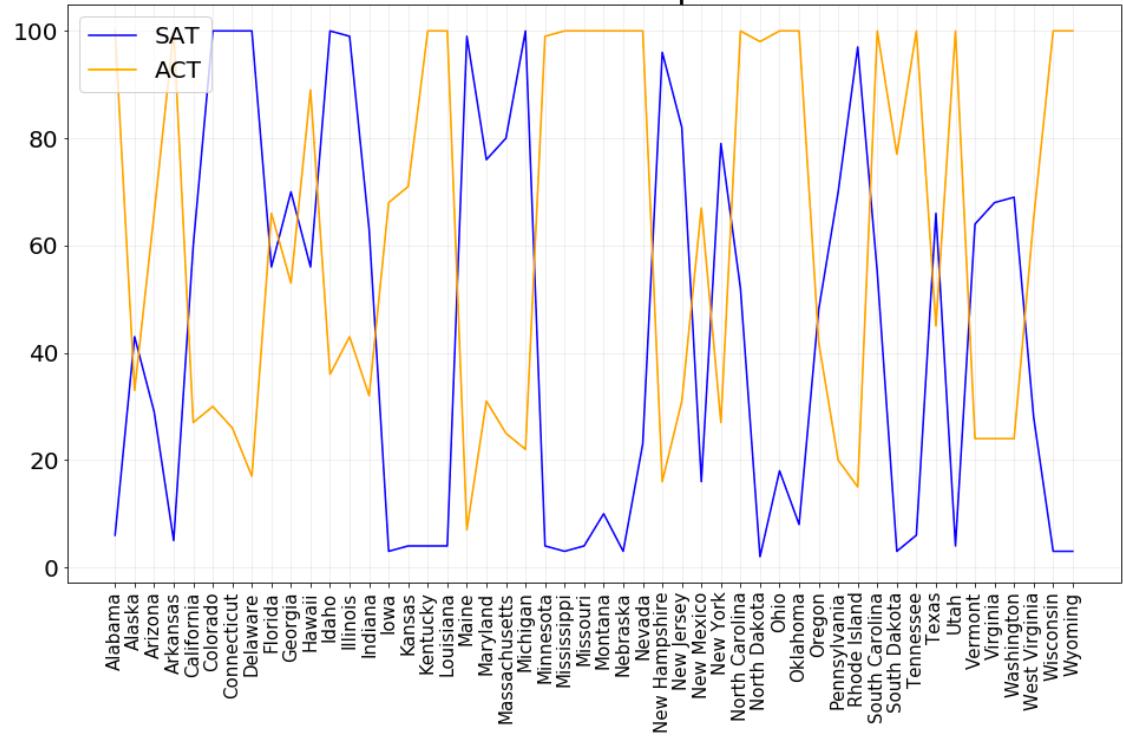




### 2017 ACT & SAT Participation Rates

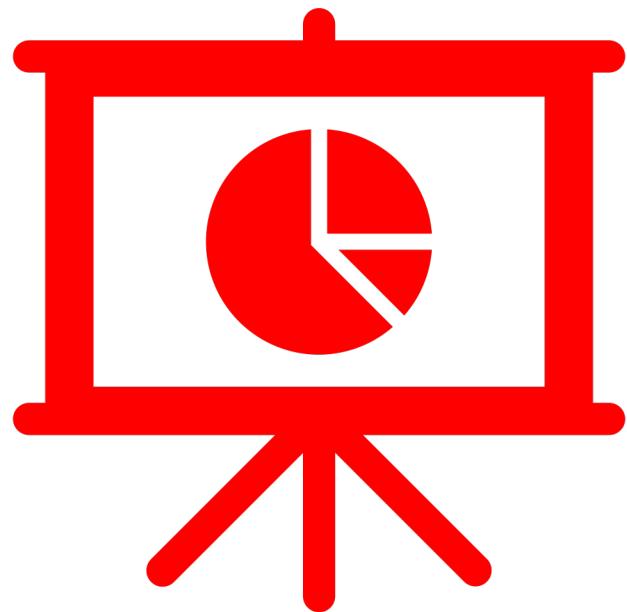


### 2018 ACT & SAT Participation Rates



\*\*\* Huge positive change for Illinois

\*\* Also great positive change in Rhode Island and Colorado



SCORES

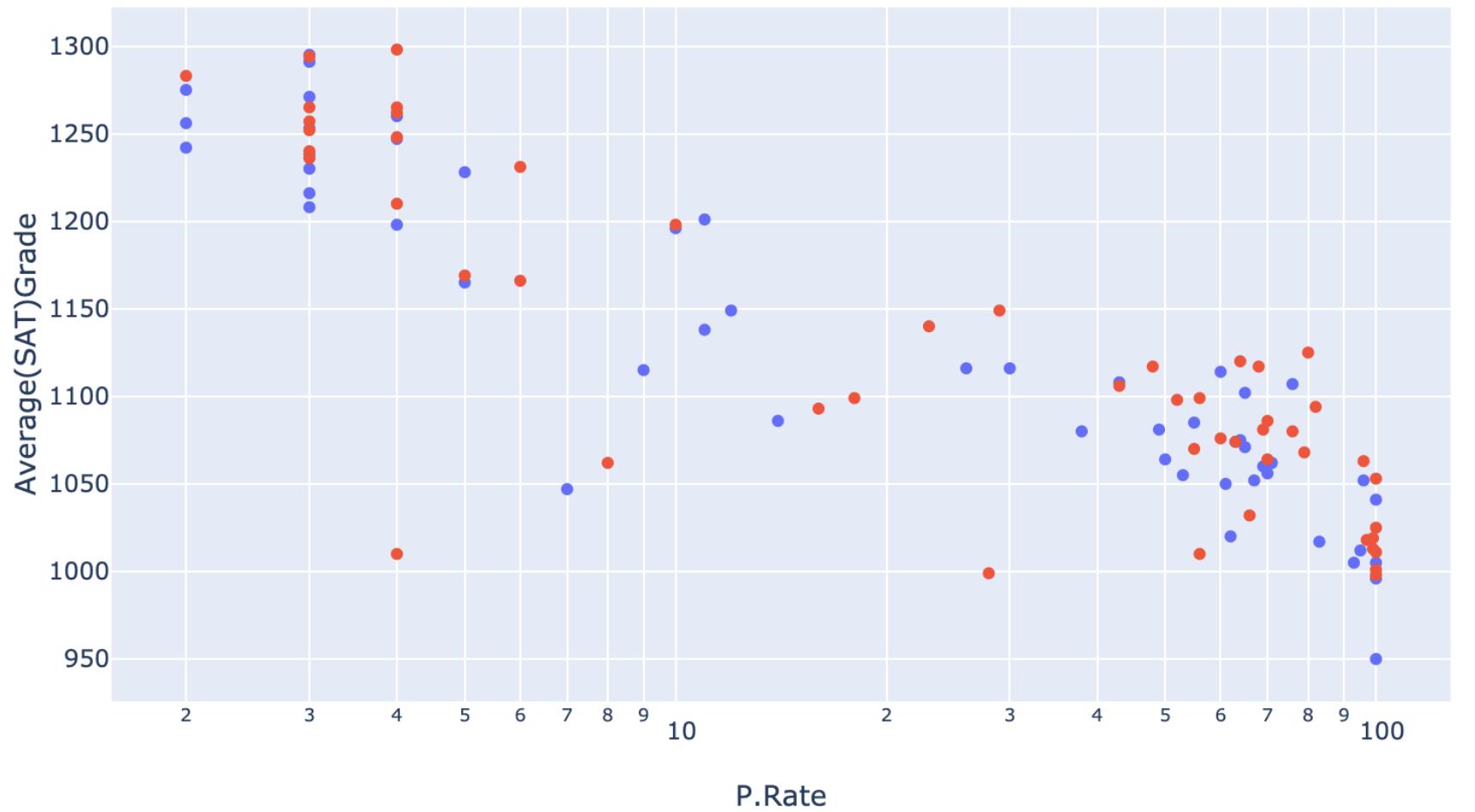
# 2017

	state	2017_sat_total
19	Maine	1012
12	Idaho	1005
22	Michigan	1005
7	Delaware	996
8	District of Columbia	950

# 2018

	state	2018_sat_total
43	Utah	1010
10	Hawaii	1010
11	Idaho	1001
47	West Virginia	999
7	Delaware	998

Worst SAT Total scores (2017-2018)



- 2017 SAT (P.Rate/Average)
- 2018 SAT (P.Rate/Average)



2017/2018

# Pyplot.show graph

[http://localhost:8888/notebooks/project\\_1/code/Project1\\_final\\_code.ipynb](http://localhost:8888/notebooks/project_1/code/Project1_final_code.ipynb)

# Insights



- Conclusions from the data:

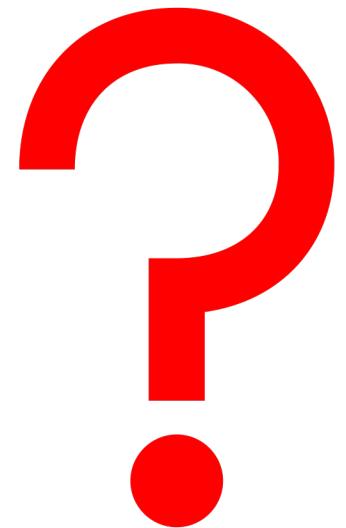
- In 2017:
  - Washington DC had the worst SAT scores
- In 2018:
  - Delaware had the worst SAT Scores
- Furthermore:
  - Delaware is the state that has seen the smallest increase (2 points).
  - States such as Colorado, Texas and Maine have decreased their overall average scores.
  - There seems to be no correlation between doing well in both the SAT and the ACT.
  - There is a (negative) correlation between participation rates and total average scores

- Option A (offensive):
  - 1.- Invest in promoting the SAT in the MIDWEST. It is the region with worst participation rates and where our main competitor (ACT) thrives.
    - More test-taking locations and promoting the SAT branding may be good ways to increase the participation rates.
  - 2.- Main state where it would be wise to invest is North Dakota. It is currently the state with worst participation, and a state that has not seen an improvement in its participation rates this year.
- Option B (defensive):
  - 1.- Analyze the situation of those nations that have decreased their participation rates the most to invest in stopping this trend (e.g. Florida, Arizona, Nevada)
  - 2.- It would help to analyze the positive cases of Illinois and Colorado (in which the participation rates increased drastically).

## Final Recommendations for stakeholders



Questions?





THE END