

# Problem Statement

Investigate which states have a low participation rate and determine which state has the best potential for increase in SAT participation



# Aim

Identify which states have the best potential to increase SAT participation in 2021

## Target Audience

SAT Management and  
SAT Business Development Team

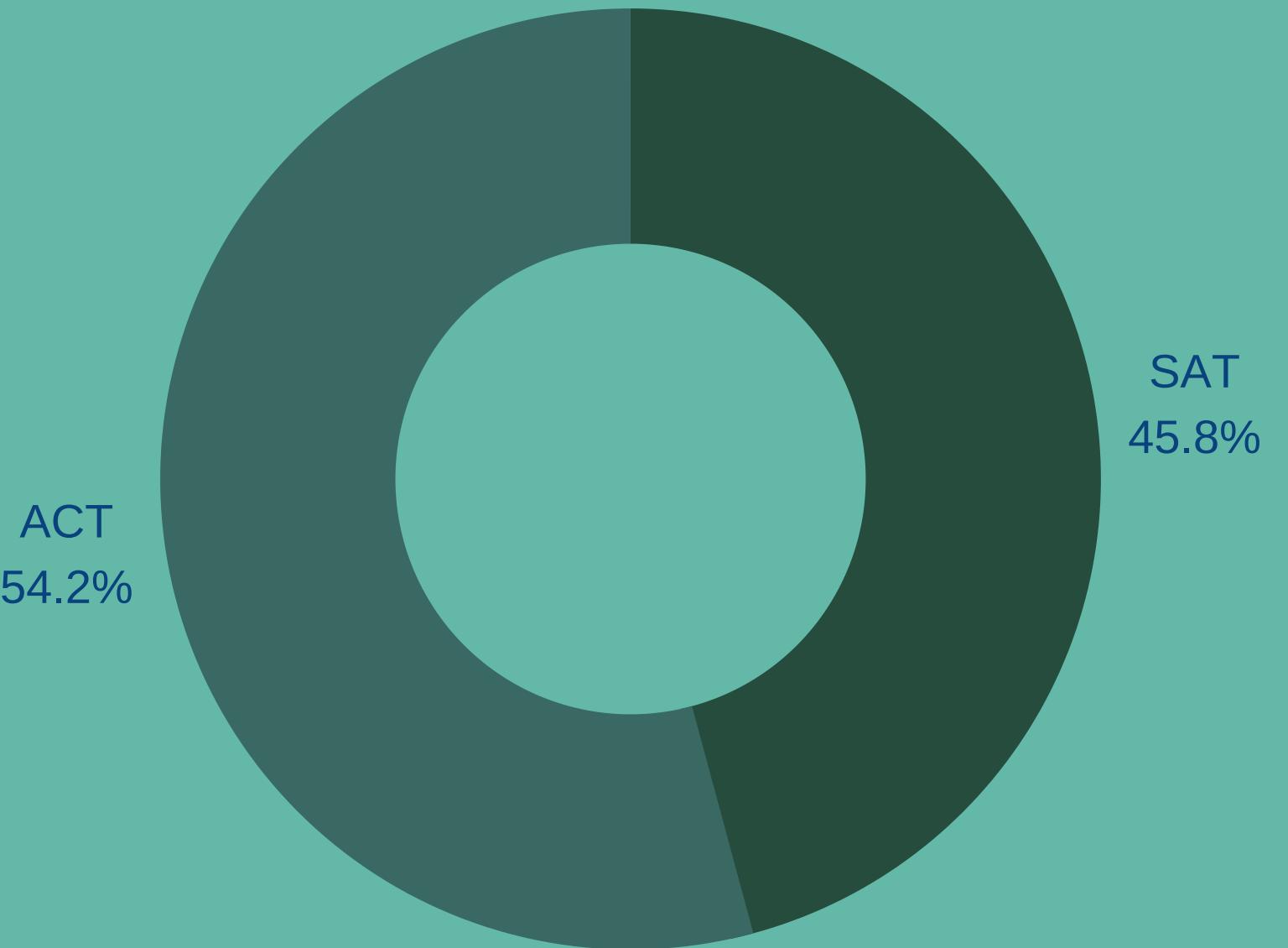
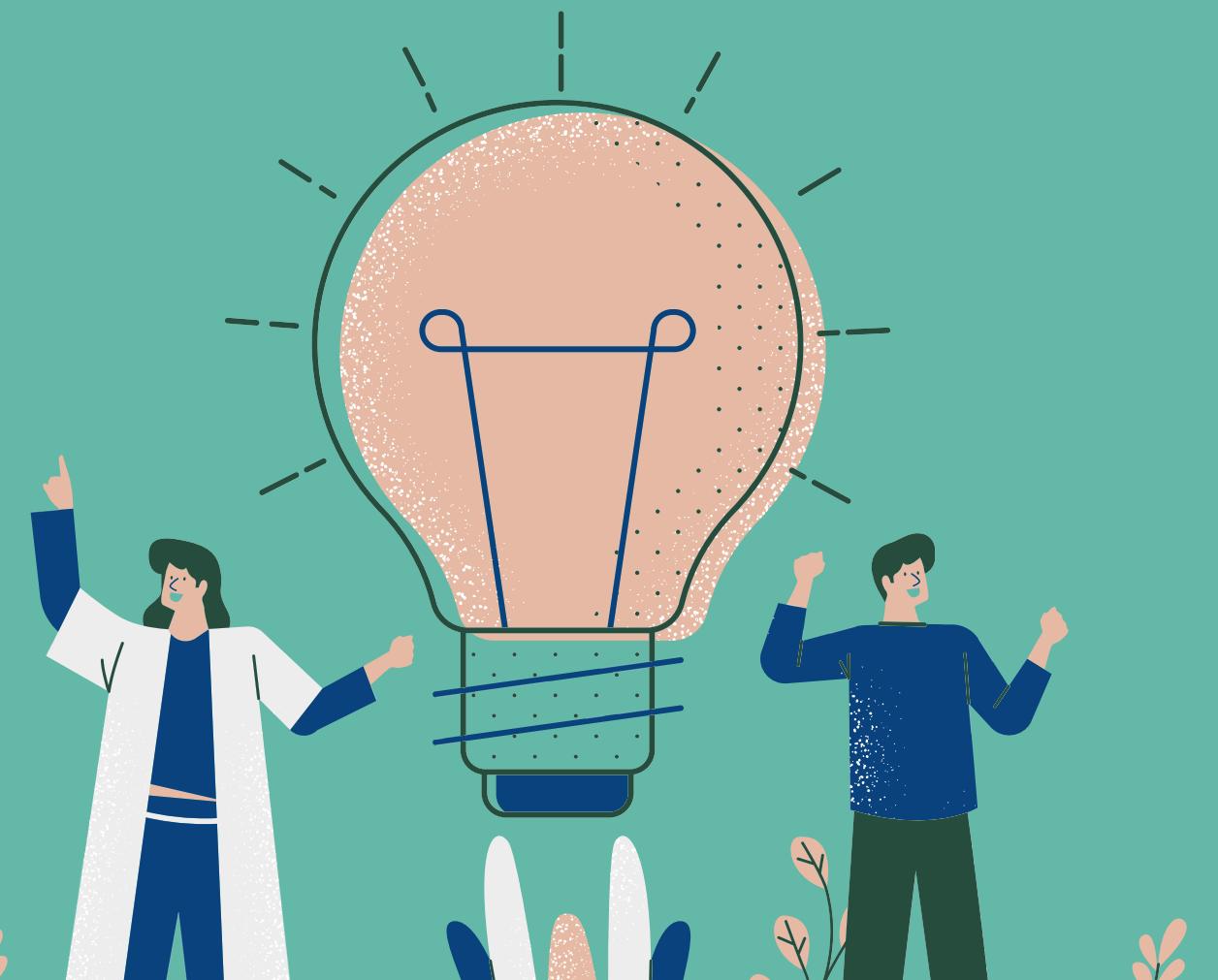
## Objective

To identify which state to target and to convince them to make SAT a compulsory test



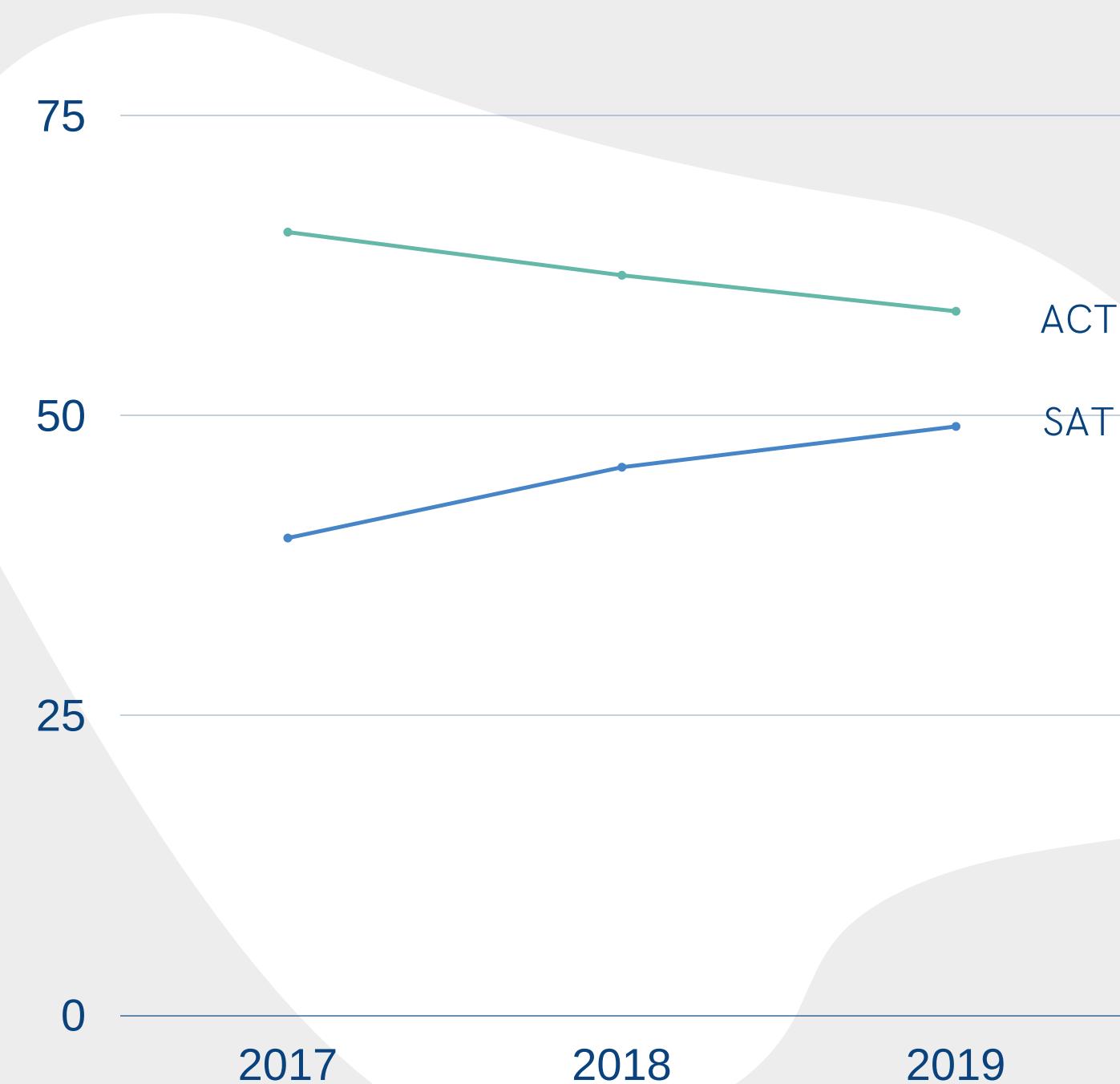
# Current Trends

This shows the mean participation rate by state in 2019



# Traction

Despite all that bad news, SAT has been gaining traction in the recent years



# Size the Market

What are the current SAT and ACT participation rates?

**26 States**

have not made  
either exam  
compulsory

**13 States**

have made ACT  
compulsory

**8 States**

have made SAT  
compulsory

**4 States**

have made either  
ACT or SAT  
compulsory

# Size the Market

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# Target Market

Who are the customers you want to cater to?

## Focus States

States that have not made either exams compulsory

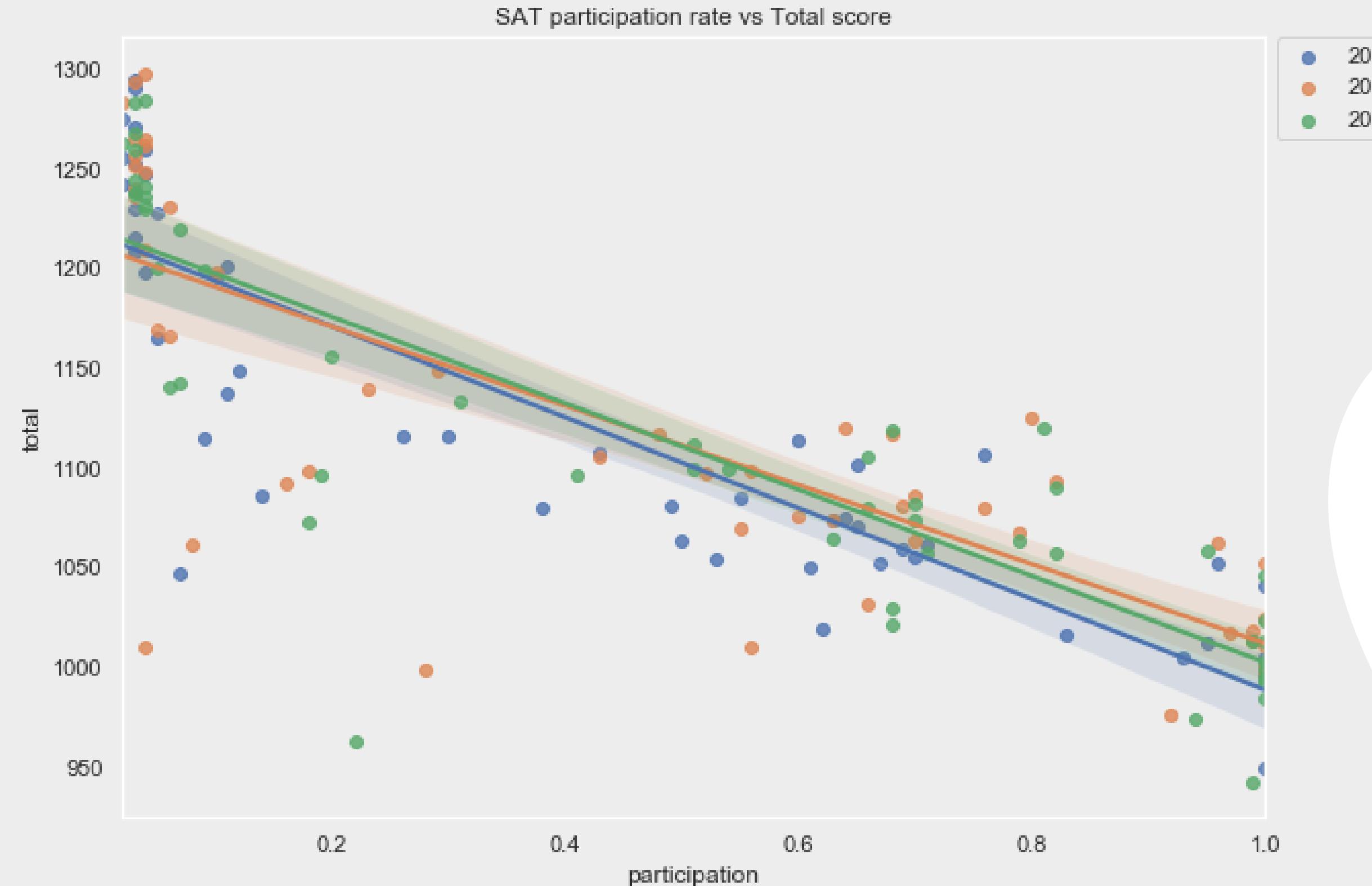
## Goal

Identify the best states to convince them to make SAT compulsory



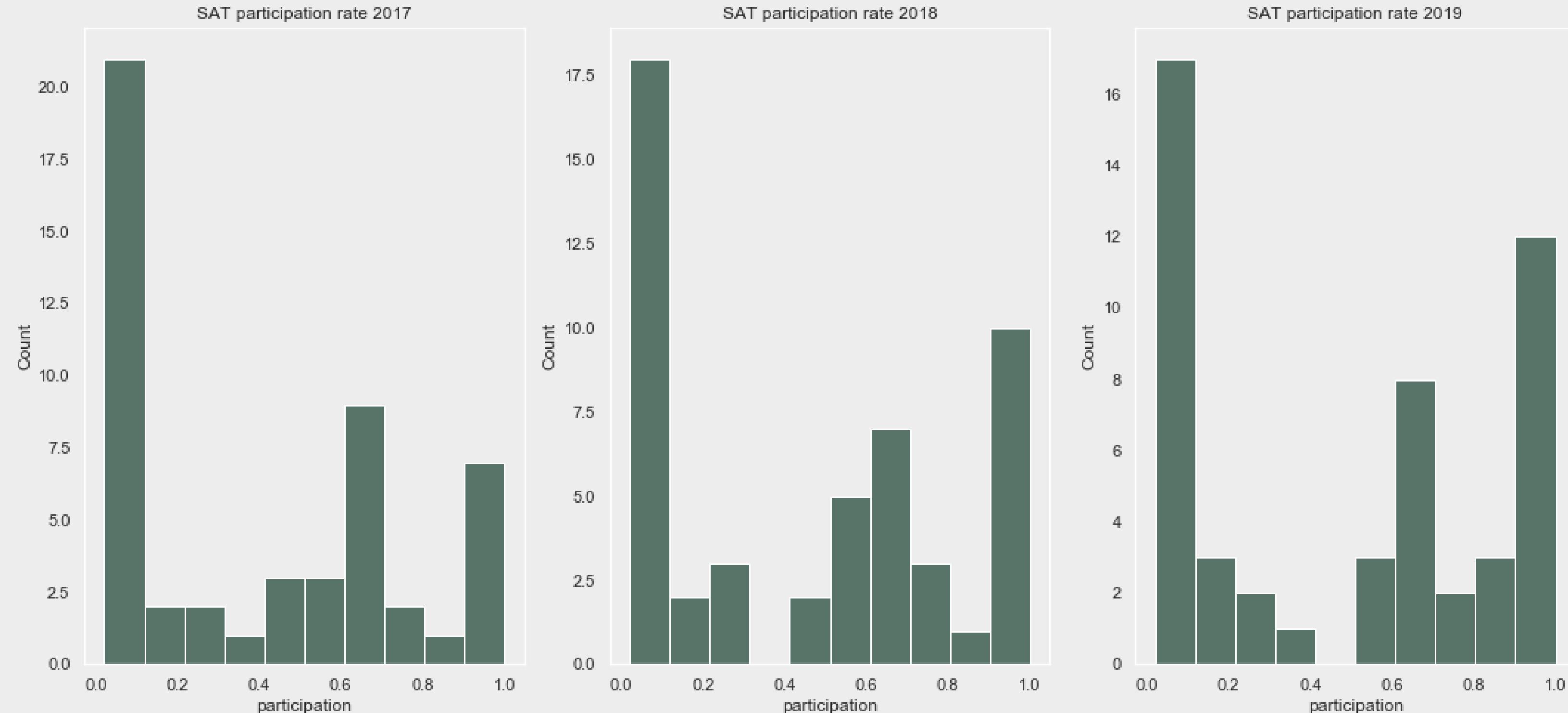
# Participation Rates vs Scores

Strong correlation between  
participation rate and total score

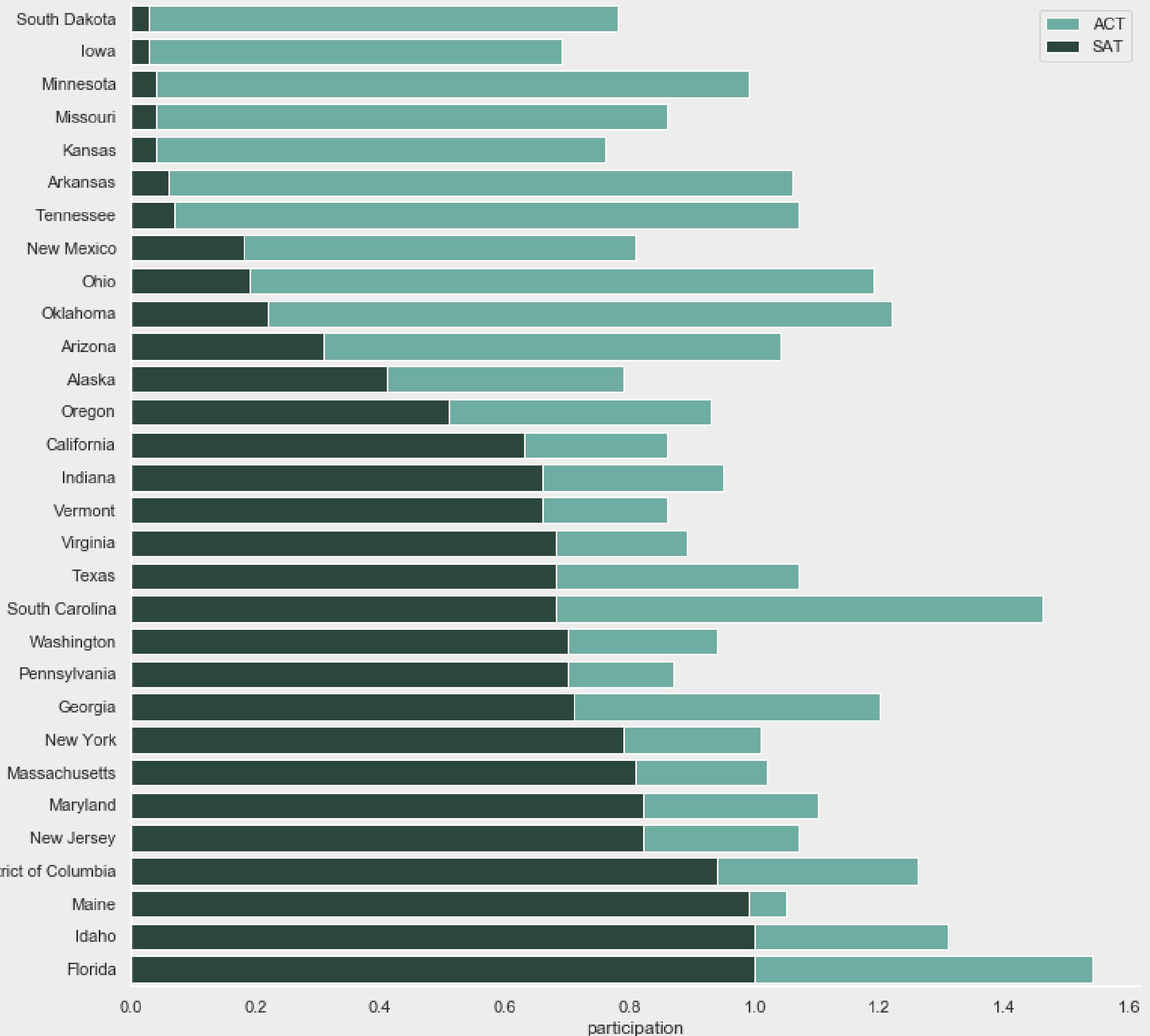


# Participation Rates over the Years

Increasing no. of States with full SAT participation



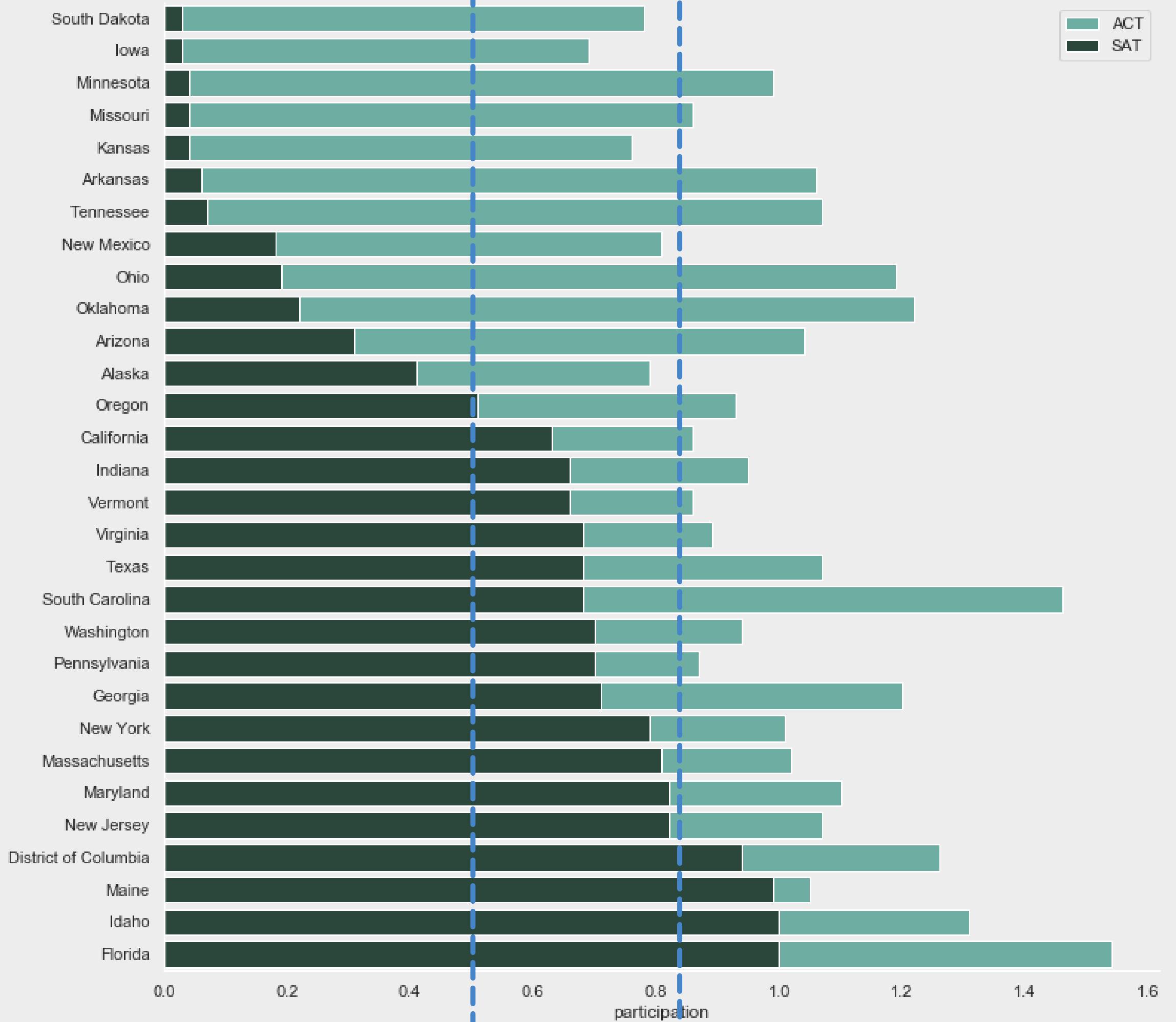
SAT and SAT participation rate by States in 2019



## Focus States

30 states have not made SAT or ACT exams compulsory. Here is a graph showing their participation rate in 2019.

SAT and SAT participation rate by States in 2019



## Target Market

Focus on the states are above  
50th to 75th percentile  
participation rate (54 - 82%) in  
SAT



## Taking a closer look at our Target Market

### SAT Participation Rates

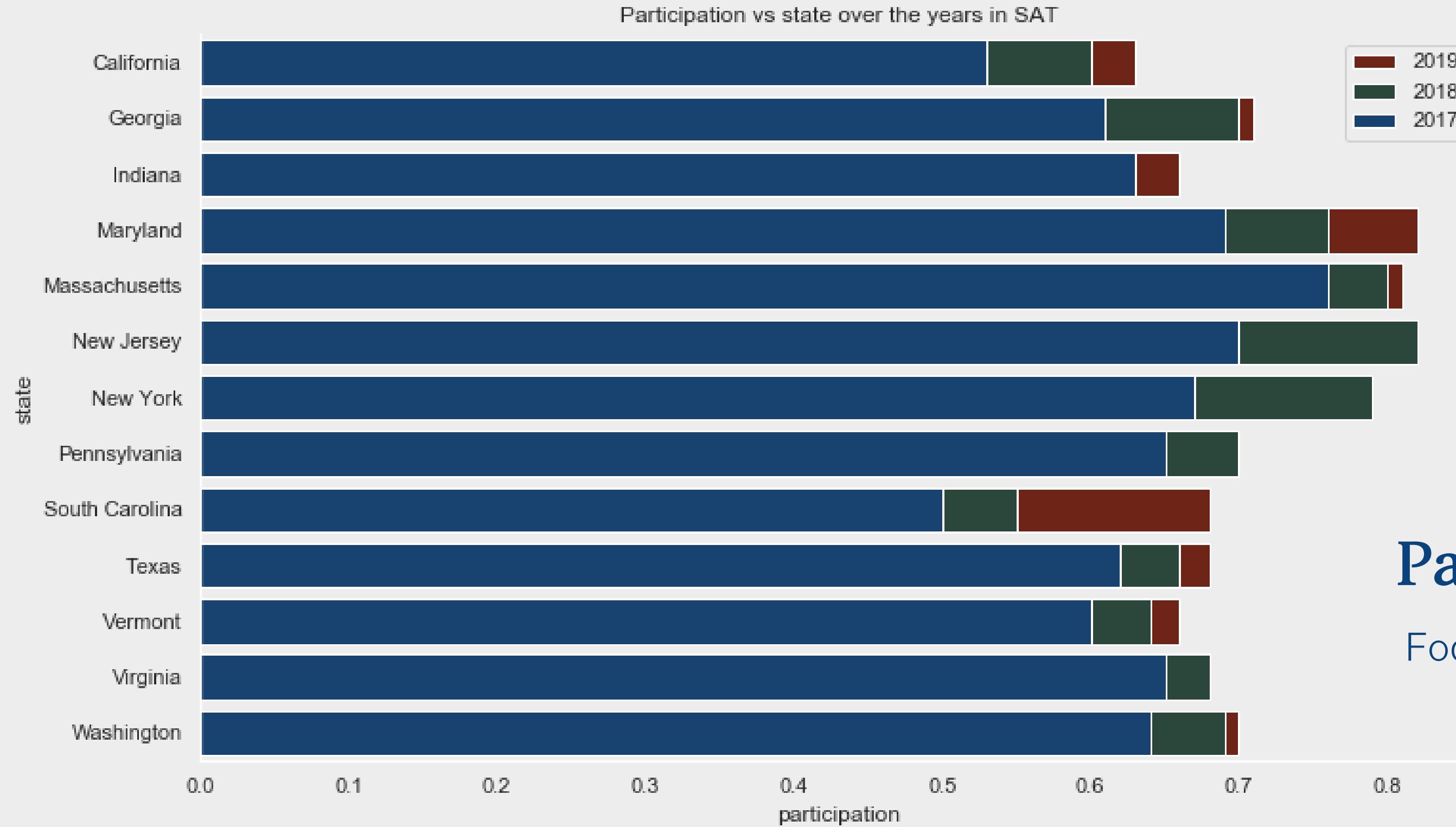
Has their SAT participation rates been increasing over the past years?

### SAT Scores

How have they been doing in the SAT examinations?

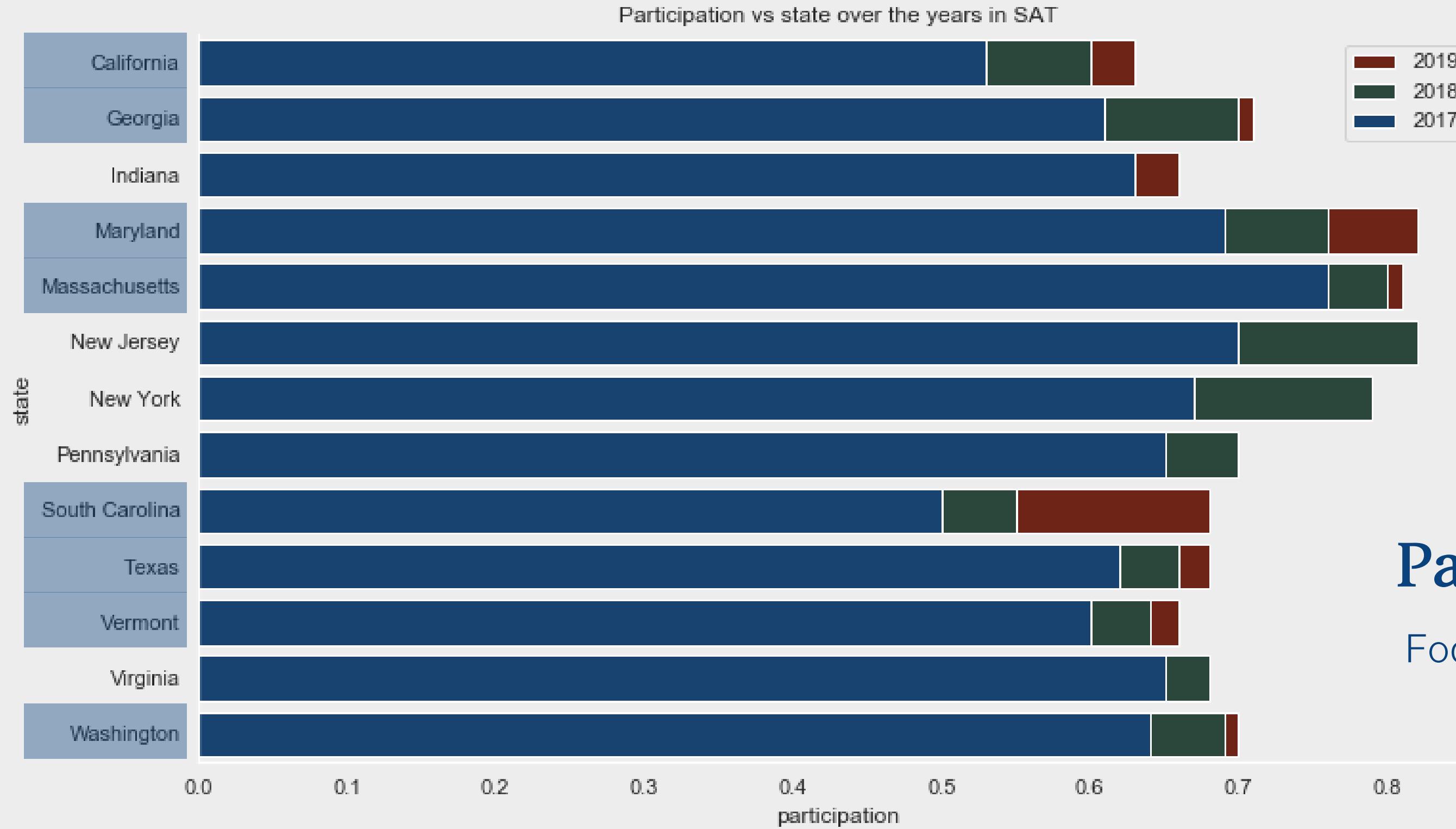
# SAT Participation Rates

Focus on states with increasing  
participation rates

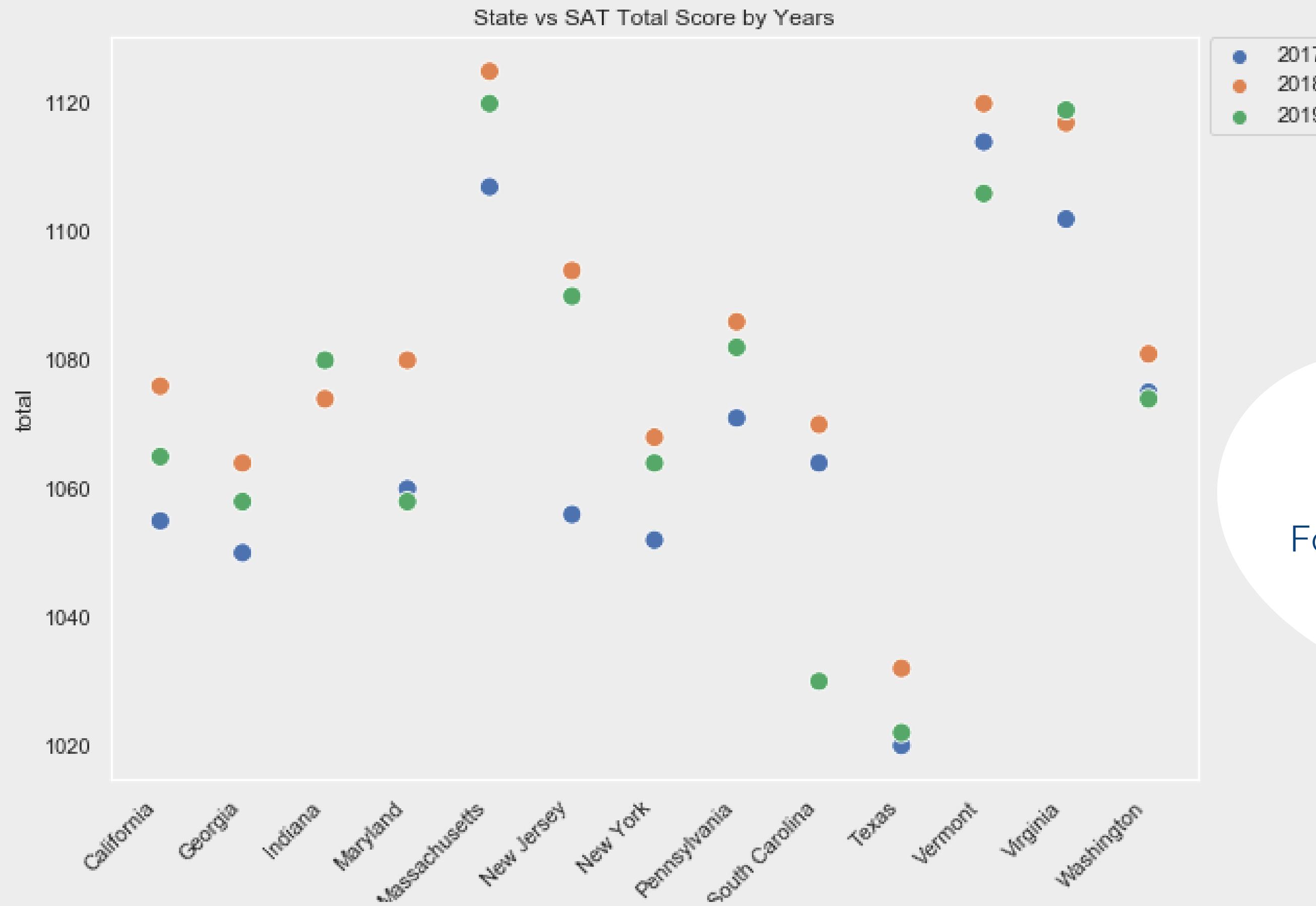


# SAT Participation Rates

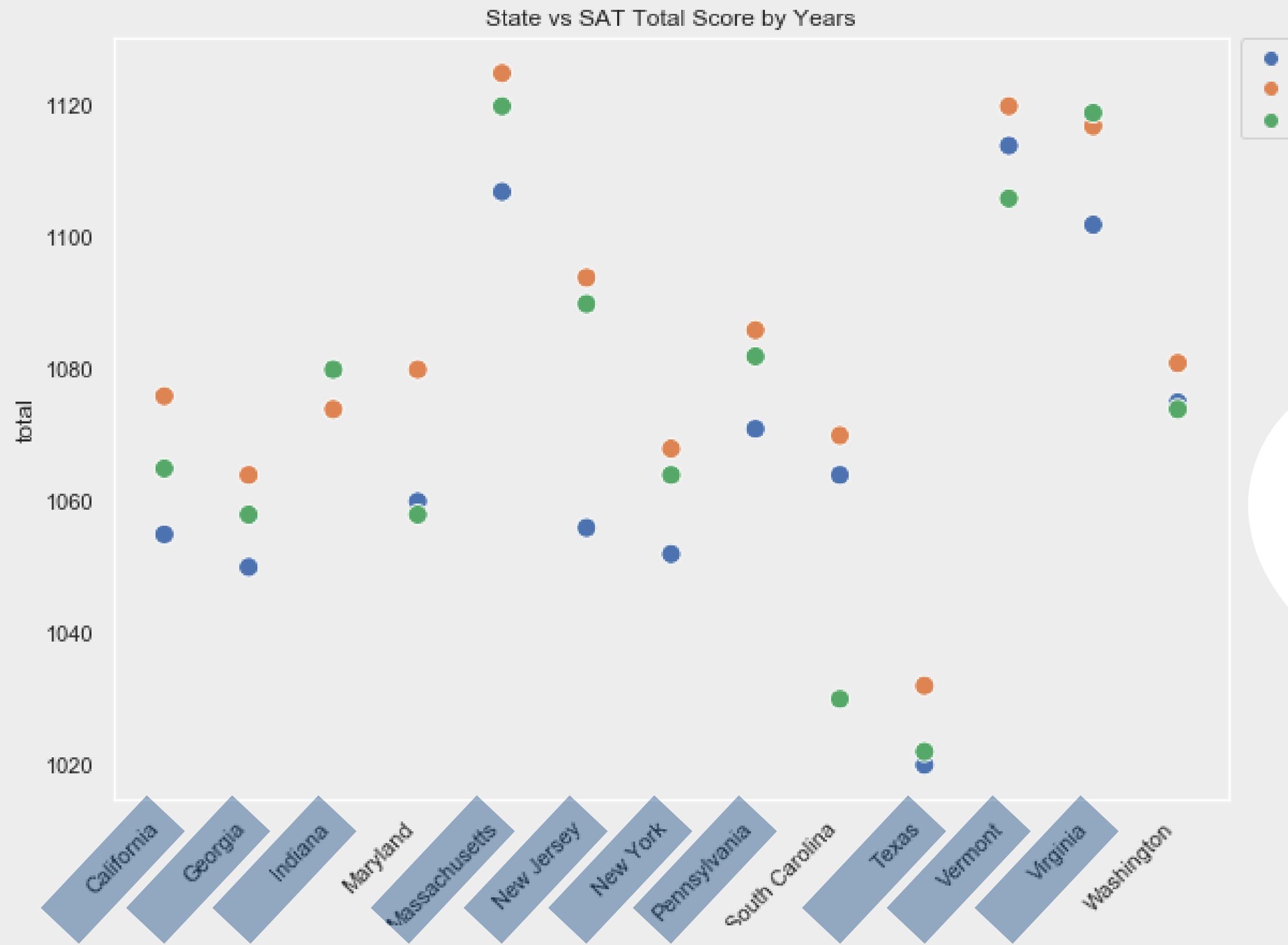
Focus on states with increasing  
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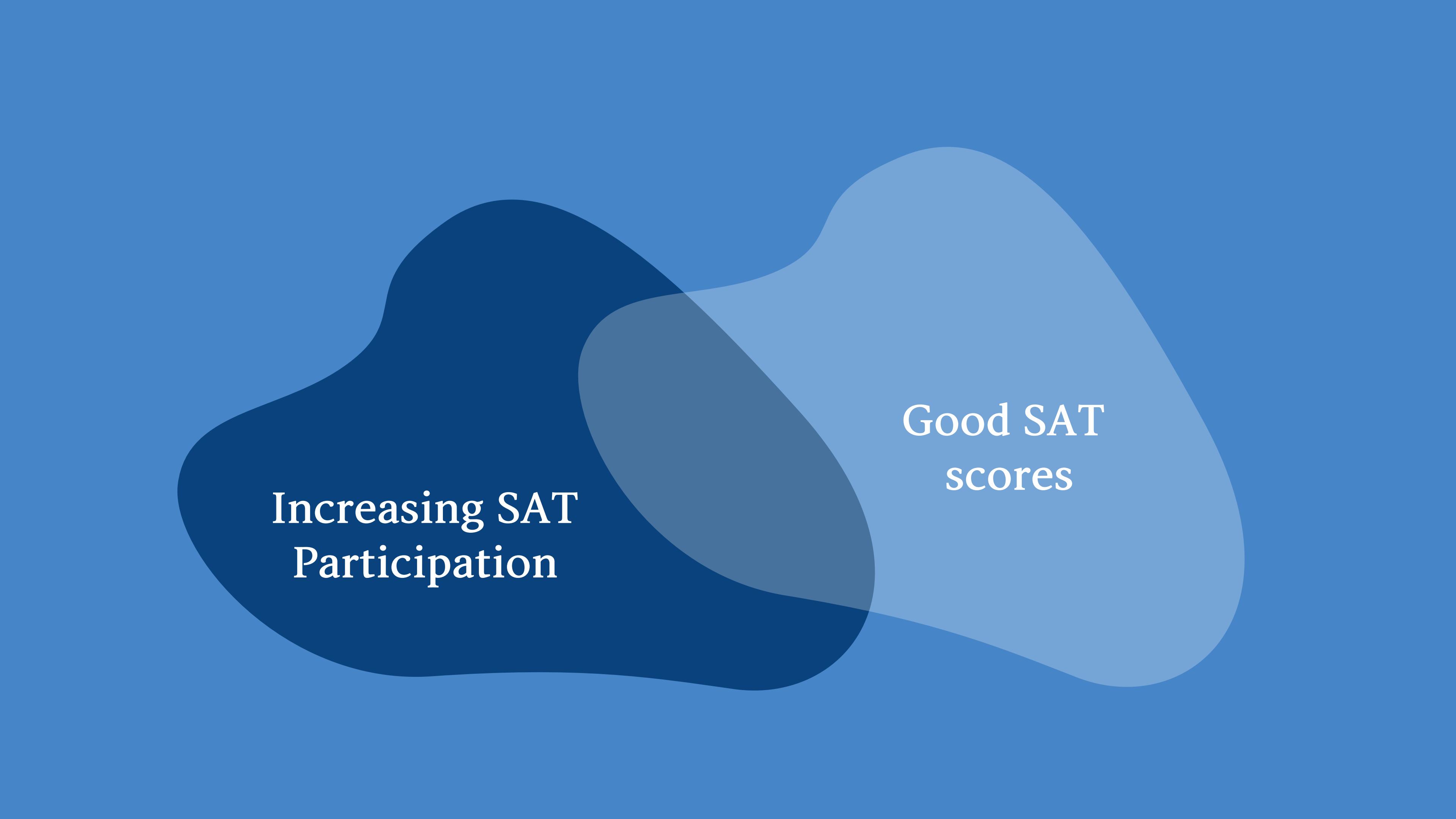


**SAT Scores**  
Focus on states with improving  
scores



**SAT Scores**  
Focus on states with improving  
scores

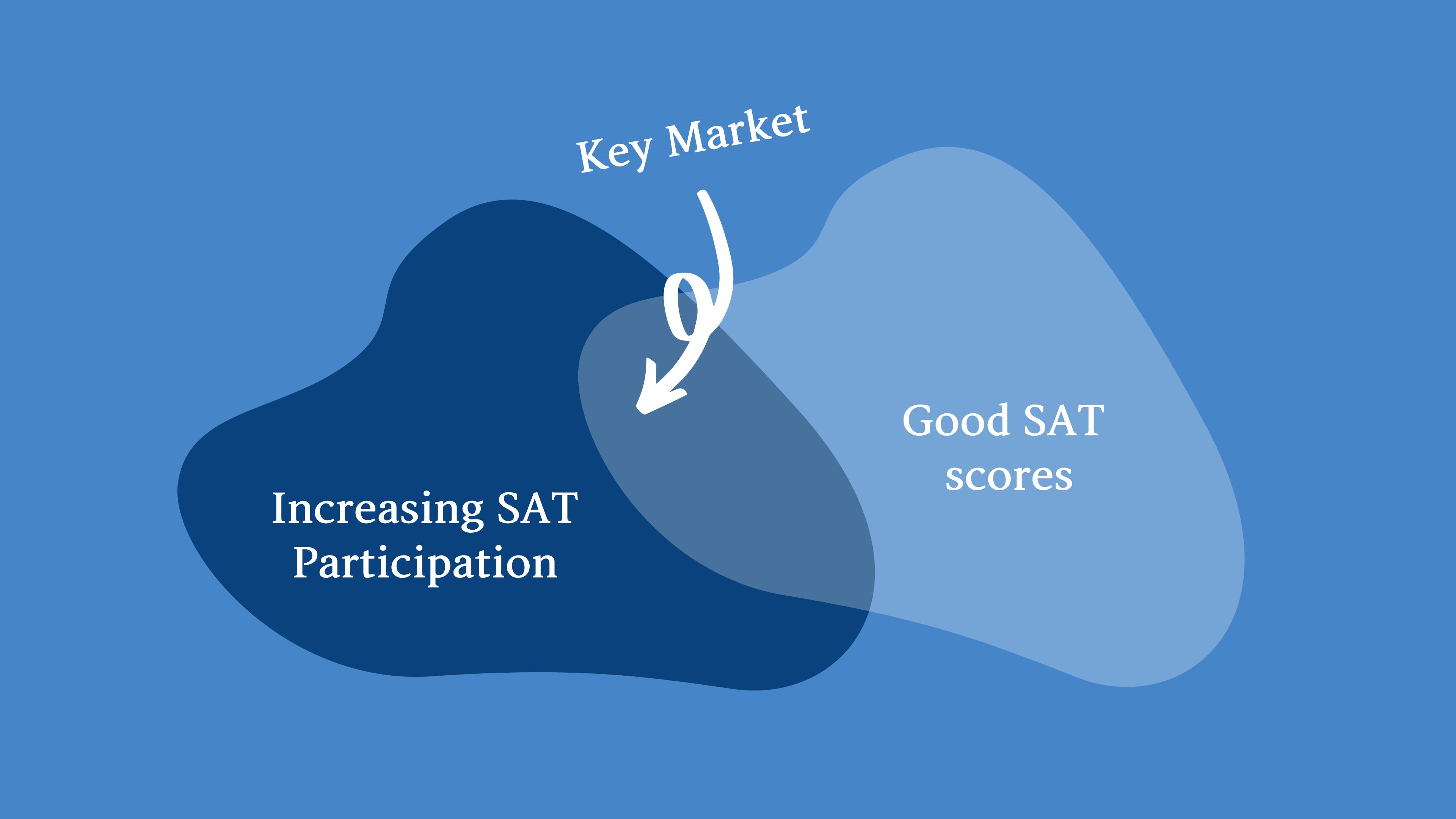




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# Increasing SAT Participation

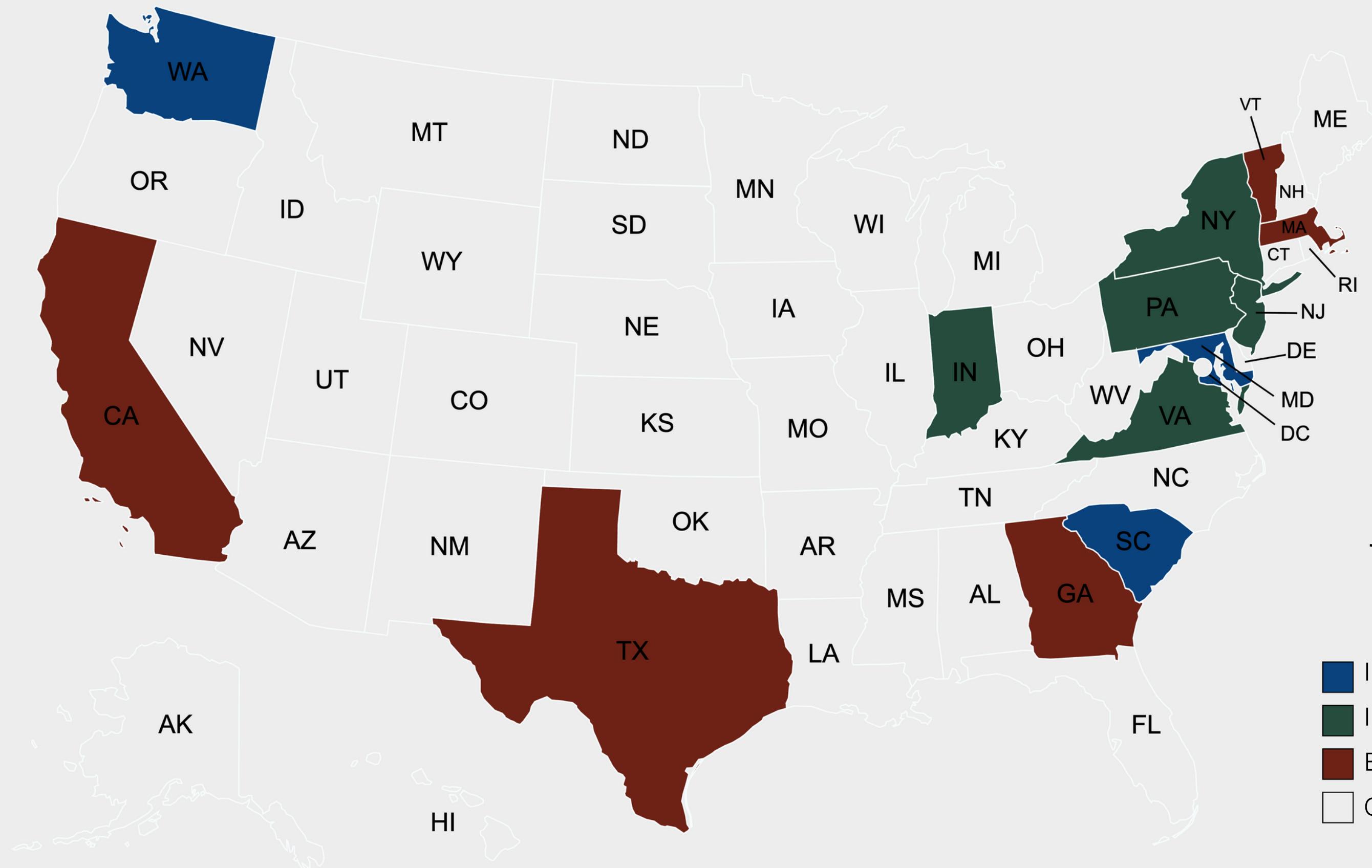
## Good SAT scores



Increasing SAT  
Participation

Key Market

Good SAT  
scores



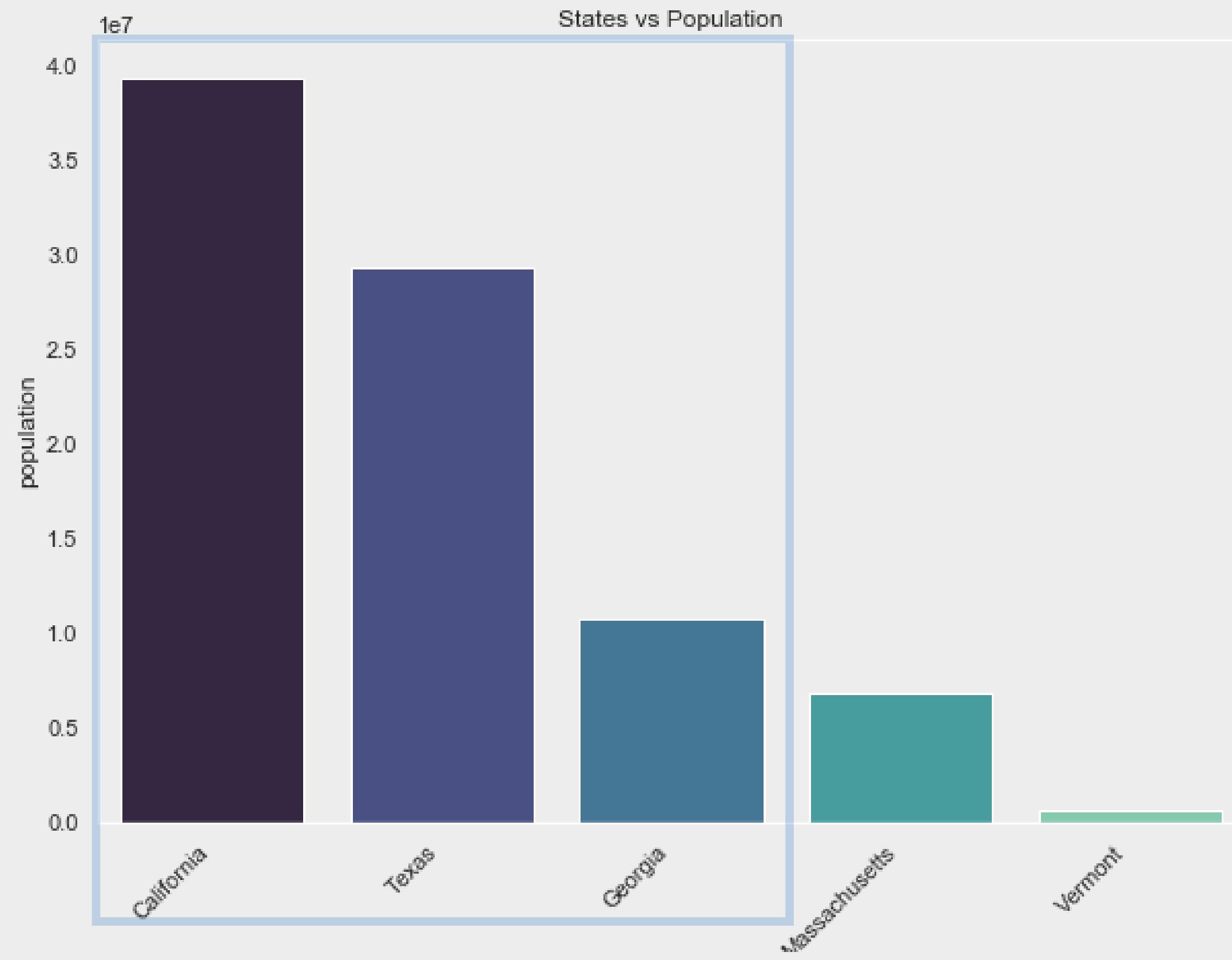
# US State Map

- Increasing Participation Rate
- Increasing Score
- Both
- Others



# Population?

States with larger populations for our campaign



## Population

Focus marketing on states with  
larger population



## University of California

Decided to abandon standardised testing.  
This signals a campaign shift in the state's  
colleges to follow suit.

Due to sheer size of it's market, it is hard to  
reverse the decision.

Recommendations for Target States

# Texas & Georgia



# 236, 667

SAT Test Takers at a rate of 68%

# \$ 12,306,580

Est. USD Earned at \$52 per Test

# \$ 18,097,872

USD Earned if 100% students took SAT

# \$ 5,791,292

Expected Profit from 68% to 100% increase

# Texas

Profits from one state





\$ 7.41 million

Expected Profits if Texas & Georgia  
become SAT compulsory states

# Summary of Analysis

How did we arrive at our final target market?



## Research on Laws

Do research on state legislation

## Current Market Condition

Out of all these states, which states were using SAT as their main exam?

## Study trends

Increasing Participation Rate,  
Increasing Scores from 2017 to 2019,  
Population Study

## Research on Current Trends

Decided to drop California



# Questions?