

Insights from 2017/2018 ACT and SAT Datasets

GA DSI Project 1
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Where should the ACT spend their money?

Problem Statement



Our **goal** is to constantly **improve the participation rates** in order to have the most accurate representation of the U.S high school graduate population, which in term **increases the value of our standardized test.**

We need to identify states where money would be needed this year to improve ACT participation rates.



Methodology



Clean and Merge
Datasets

- 2017 & 2018 ACT Datasets
- 2017 & 2018 SAT Datasets

Investigate Trends
in Data

- Highest and lowest participation rates
- Change in participation rates

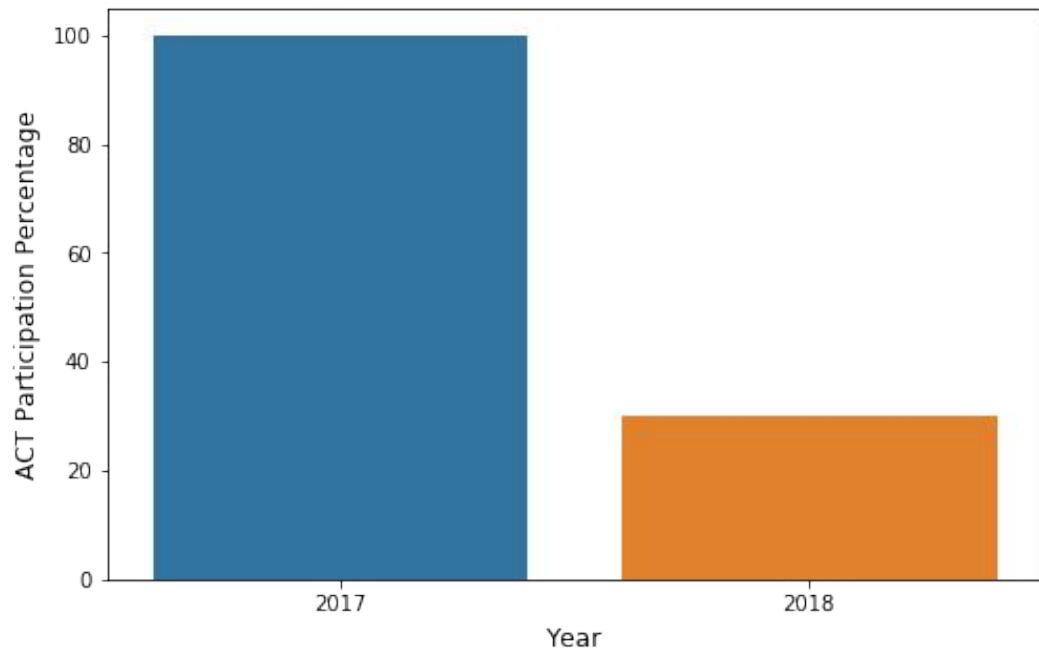
Identify States

- Visualization
- Outside research

Recommendations

Colorado: A major drop

Colorado Participation Rates to the 2017 and 2018 ACT



Observations:

Sharp Decrease

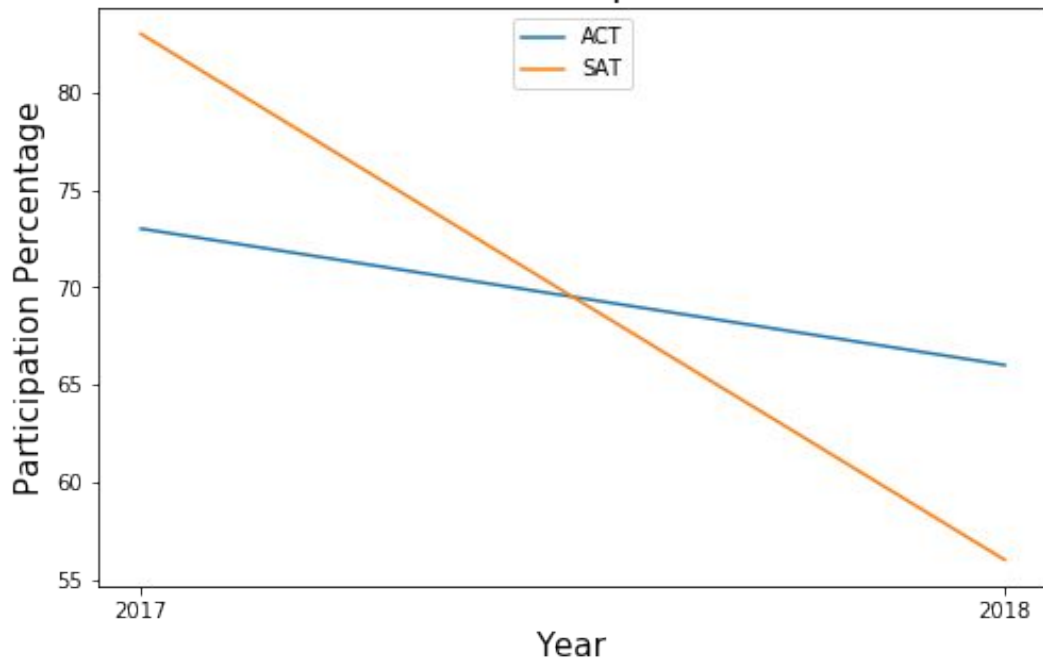
(SAT from 11% to 100%)

Findings:

Change in **state requirements**

Florida: An opportunity for improvement

Florida ACT and SAT Participation Rates Over Time



Observations:

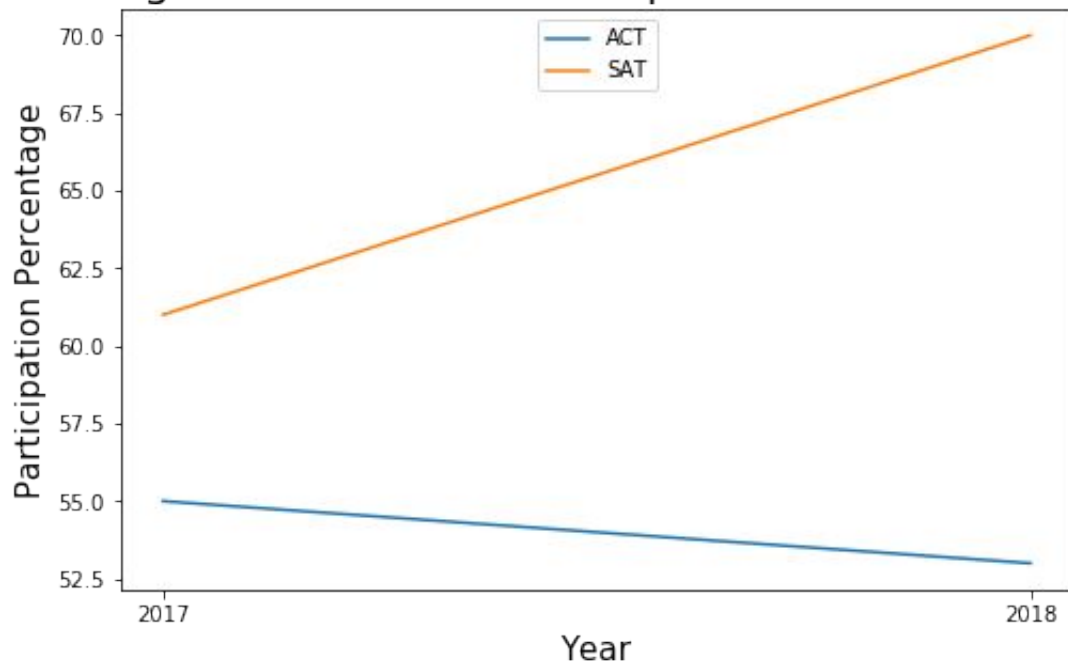
Sharp SAT Decrease
Small ACT Decrease

Findings:

**Flexible state
requirements**
(FSA, SAT, or ACT)

Georgia: A potential issue

Georgia ACT and SAT Participation Rates Over Time



Observations:

SAT Increase
ACT Decrease

Findings:

No state requirements

Recommendations



Invest in **Colorado** to **counteract** the effects of the **state requirements** change



Invest in **Florida** to take **advantage** of the **drop in SAT** participation rates



Invest in **Georgia** to **avoid** a potential **SAT takeover**