



# Project 1: Standardized Test Analysis

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# Problem Statement

- College Board executives are concerned with the current anti-testing environment on college campuses.
- *Based on current testing outcomes, which students would be ideal candidates to market test preparation materials and courses to with the intent of growing SAT market share?*


# Problem Statement

- The “ideal student” profile should include:
  - Geographic location
  - Traits of the colleges to which students are likely to apply
  - Intended major.

# Analysis Assumptions

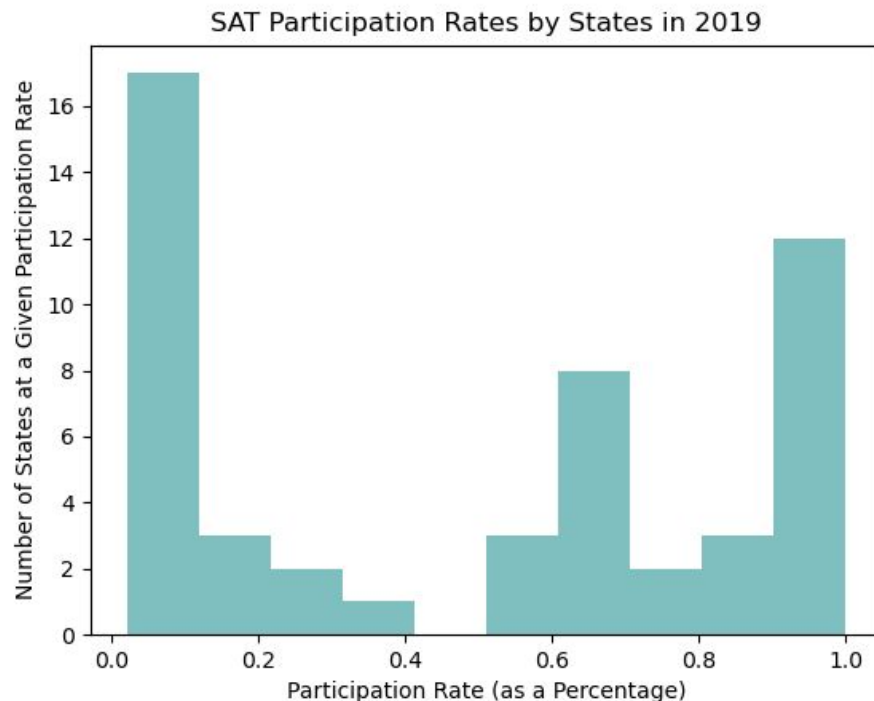
- To bring in new students to SAT testing, we should identify potential growth markets.
- Students who are performing on the SAT slightly below the median of their peers may have the greatest potential to wish to enhance their tests scores.

# Question #1: Where?

- Which states have a relatively high exam participation rate but still have opportunity for growth in market share?
  - In which states is there underachievement in SAT test scores in comparison to the average by state nationwide?
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# Finding #1

There is substantial overlap between states which have middle participation rates (~50%-80%) and those states whose students are performing somewhat below the median (1097) in comparison to other states (25th-50th percentile).



# Recommendation #1

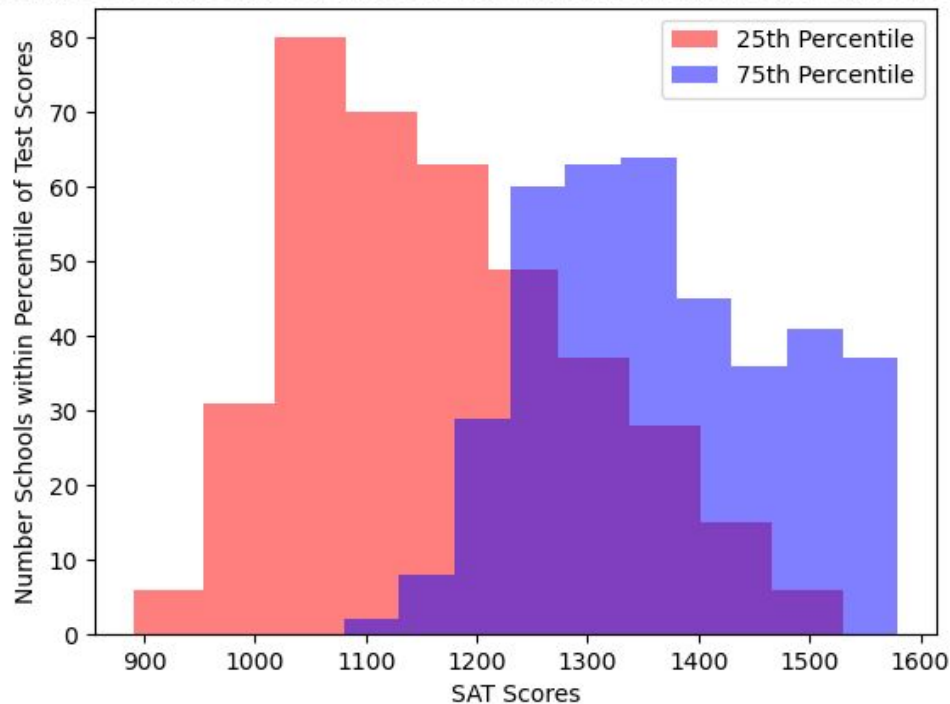
- Marketing strategy should focus on these key states.
- Target policy-makers and school districts to increase investment in test preparation.

State	Testing Rate	Average Score
CA	63%	1065
GA	71%	1058
NY	79%	1064
PA	70%	1082
WA	70%	1084
Median	54%	1097

## Question #2: Which Schools?

- For students who are potentially underperforming on the SAT, to which colleges are they being accepted and in what numbers?

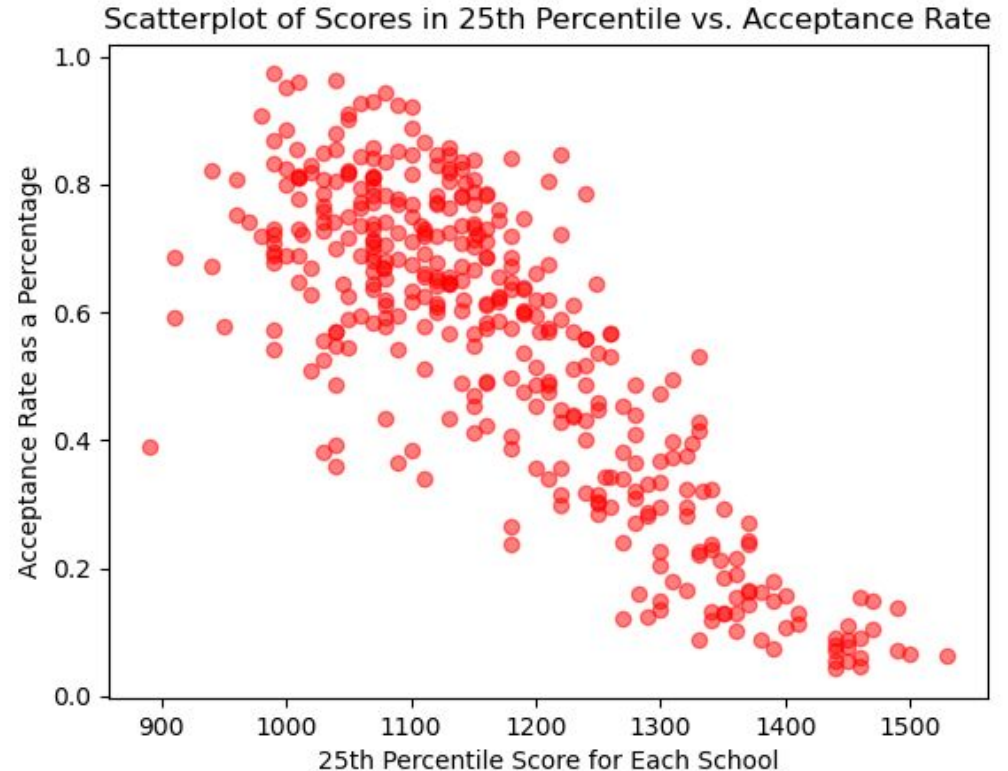
Ranges of SAT Scores for Accepted Students in the 25th-75th Percentiles






## Finding #2

- Students who are scoring in the range of 1050-1200 are the low scorers at schools which have a 30%-50% acceptance rate.
- Many of these schools are public universities.



## Recommendation #2

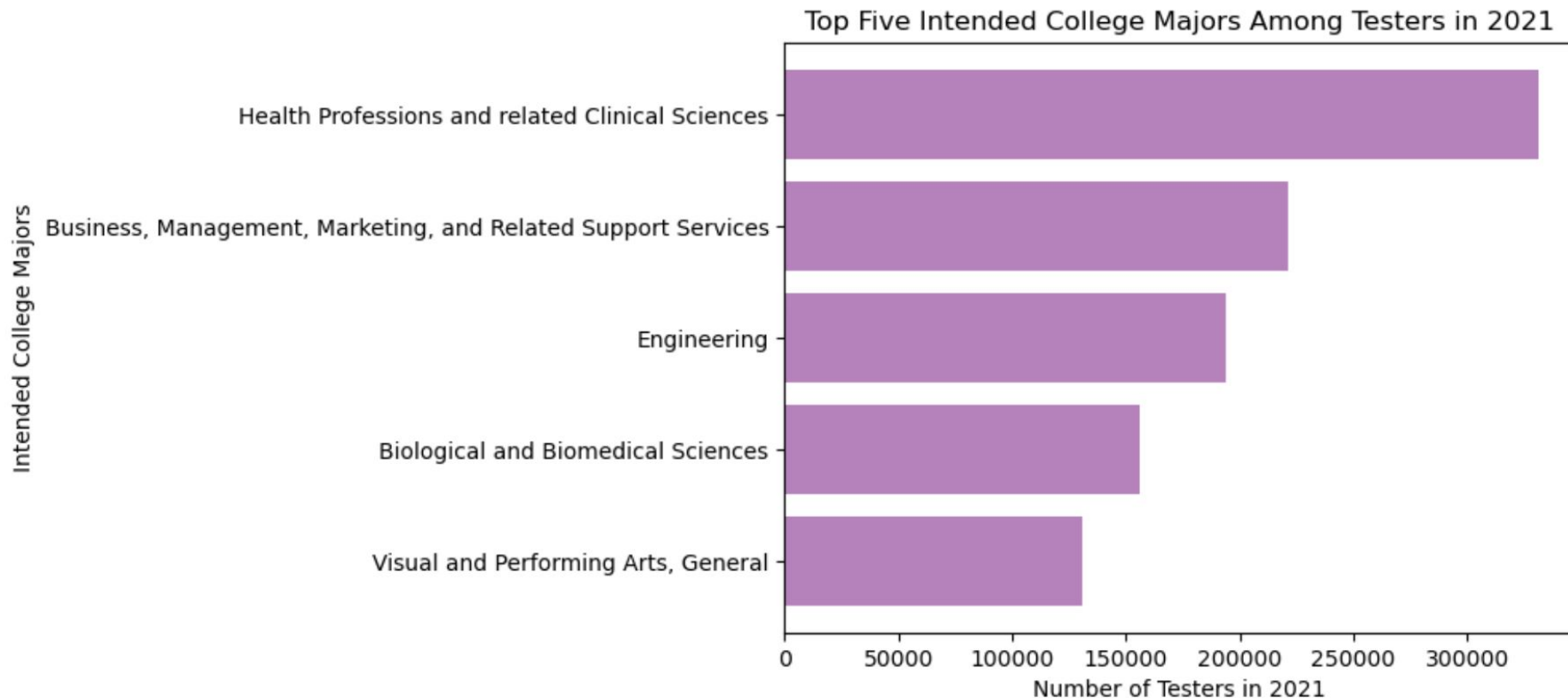
- The College Board should focus its marketing campaign on students who are performing somewhat below the median of their peers and who are applying to “second-tier” schools.
  - Marketing strategy should target schools and districts to create intervention programs for students who may be close to on-track for application and admissions at “second-tier” schools and public universities.
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## Question #3: Which Majors?

- For which intended majors are test takers in the greatest number and show signs of underperforming in comparison to their peers?



# Finding #3




## Finding #3

- Healthcare, business, and engineering intended majors represent over 750,000 test takers or over 40% of total testers in the 2021.
- Healthcare and business majors underperform on average in comparison to the median (1097) for their peers with average scores of 1048 and 1072, respectively.



## Recommendation #3

- The College Board should market to counselors in schools and districts to create school-based test preparation programs for students intending to enroll in healthcare or business majors.
  - The College Board should use data from student PSAT test scores and intended majors to target marketing efforts to families of students interested in healthcare and business.
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# The Ideal Student Profile

- Where?
  - Key states: CA, GA, NY, PA, and WA
- Which schools?
  - Second-tier schools, including public universities
- Which majors?
  - Potential healthcare and business majors

