ACT & SAT TESTING

An overview on participation and scores.

THE PROBLEM

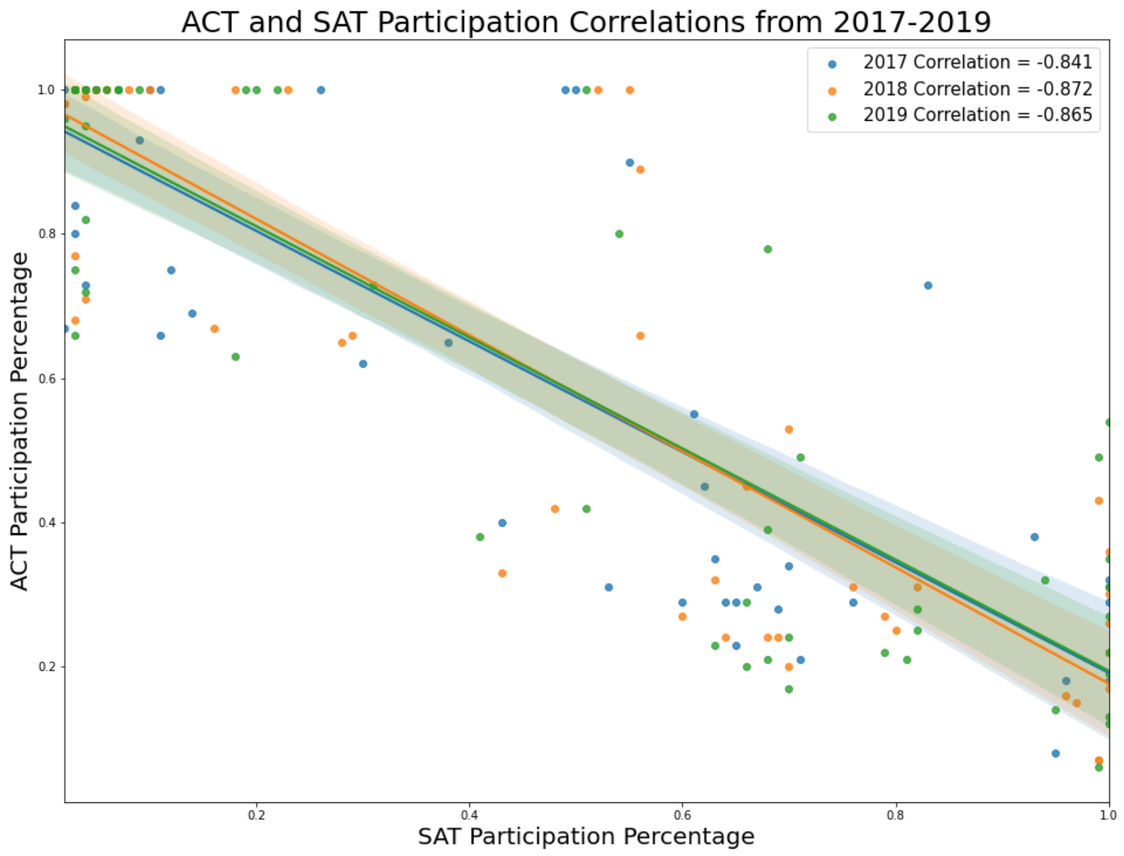
We are given the participation percentages and the scores of the ACT & SAT for each individual state from 2017 to 2019. We are tasked with identifying trends about participation rates, the scores, and the possible relationships to influence what next steps the ACT & SAT test-makers could do to gain exposure as well as help students.

Think about this...

Do the ACT & SAT provide equal opportunities for all students and properly test a student's knowledge?

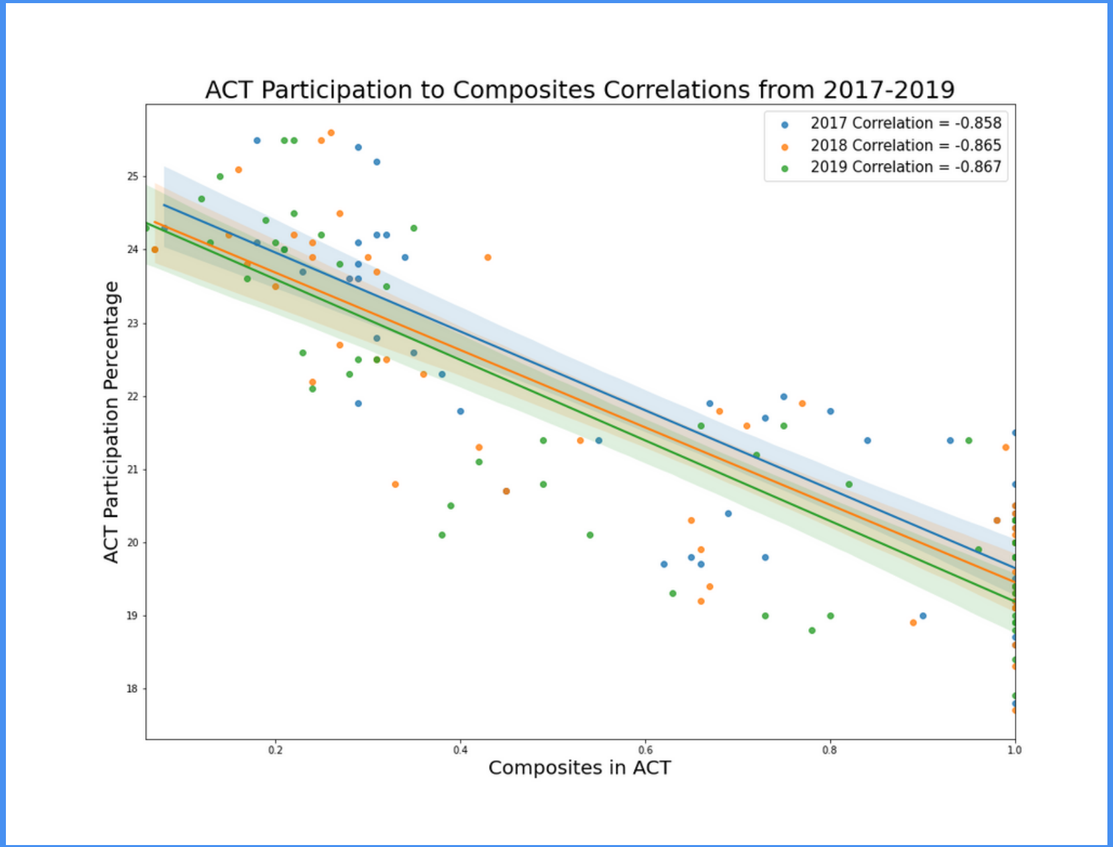
WHAT'S THAT LINE?

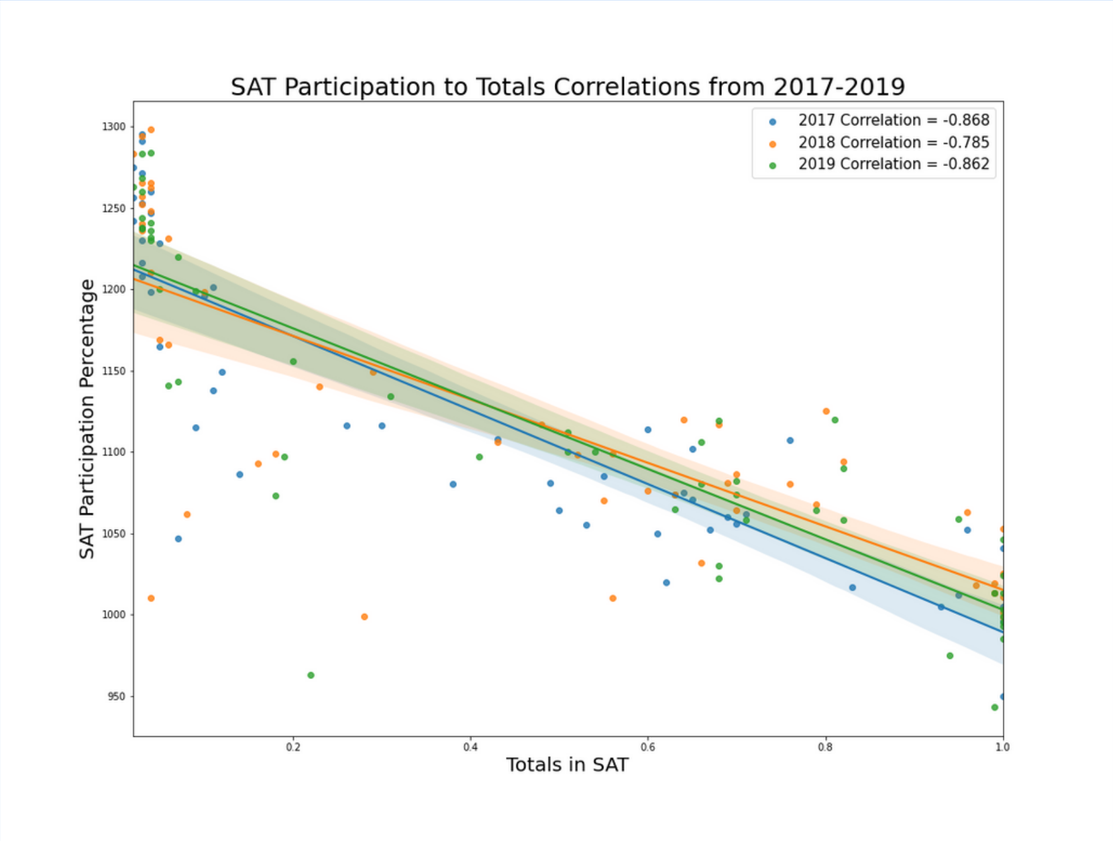
There's a relationship to worth noticing.



SCORES VS PARTICIPATION

And that trend continues...



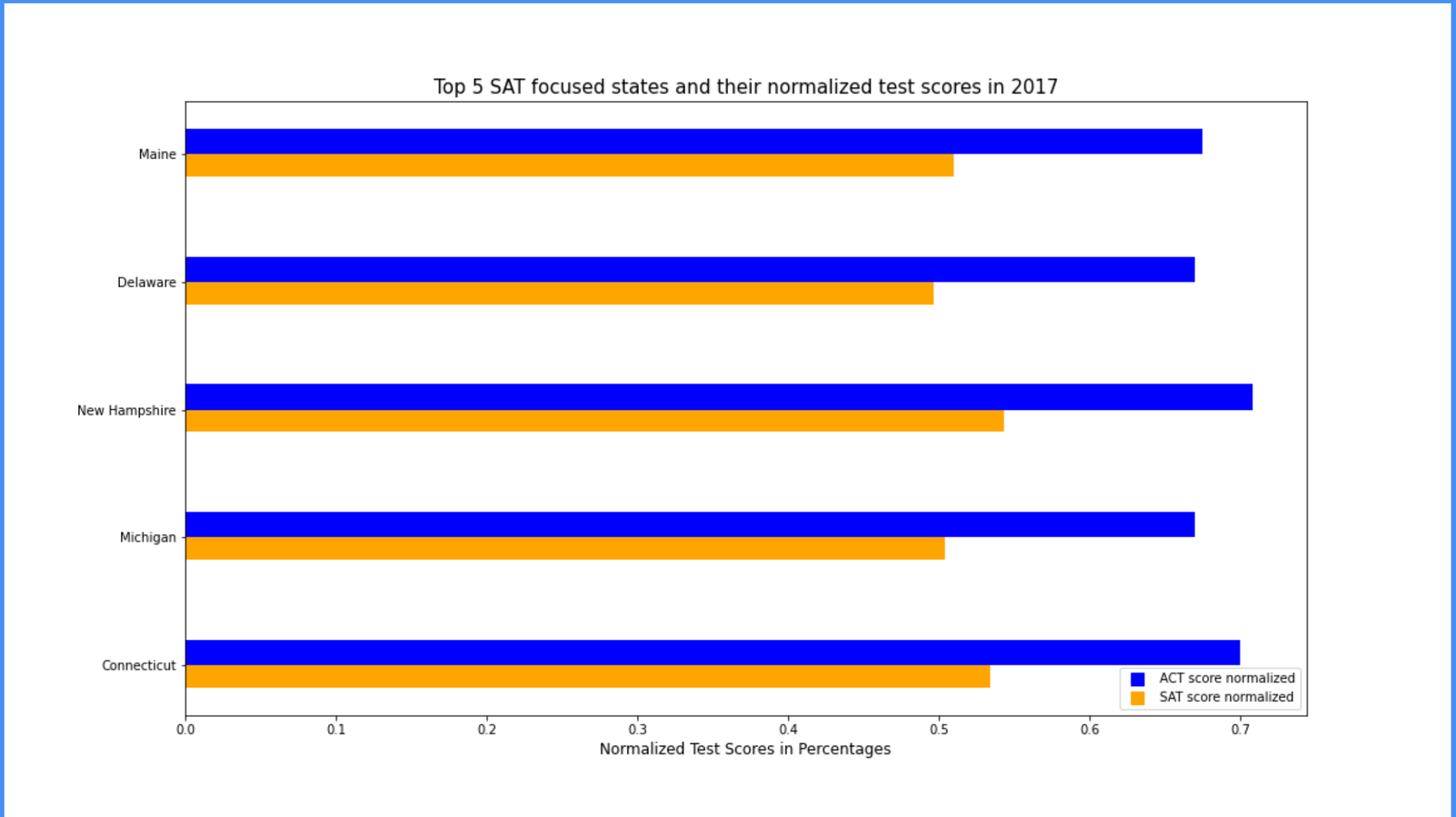


ACT

SAT

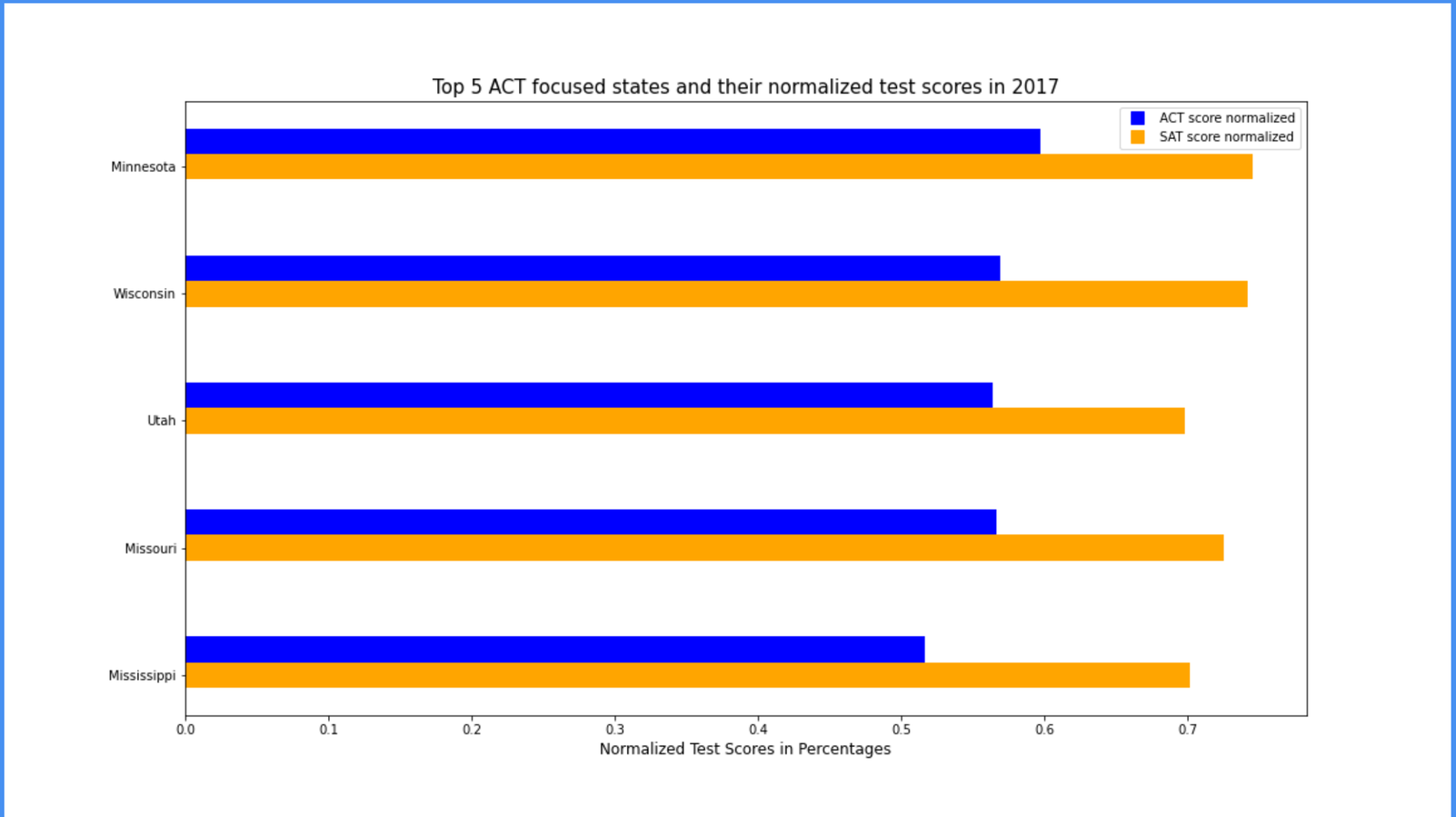
TO ATTEND OR TO PERFORM?

Just by looking at the highest disparities in participation,...



AND FINALLY!

...we conclude that there is something noteworthy to put our focus on.



Things to consider:

- *Free tutoring to the states that have either low participation rates in a certain test*
- *Most test-takers are students working diligently to get into college, however, not every student is like that. In fact, a good number probably don't want to take tests.*
    - *Why not focus on marketing the test towards students like those? If you can convince them that the test is worthwhile and that college is not a difficult step in their lives, then others are more likely to follow?*
- *Discounts for students who take multiple tests. Also, consider lowering the prices of single subject tests.*