



THE SAT REJUVENATION

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THE PROBLEM

Low SAT Participation

With States mandating the ACTs and providing these tests with no cost, there is low SAT Participation rate, even in States where these admission tests are optional.

DATA ANALYSIS

Data Import and Cleaning

- Import and Clean SAT and ACT Data from 2017 - 2018

EDA

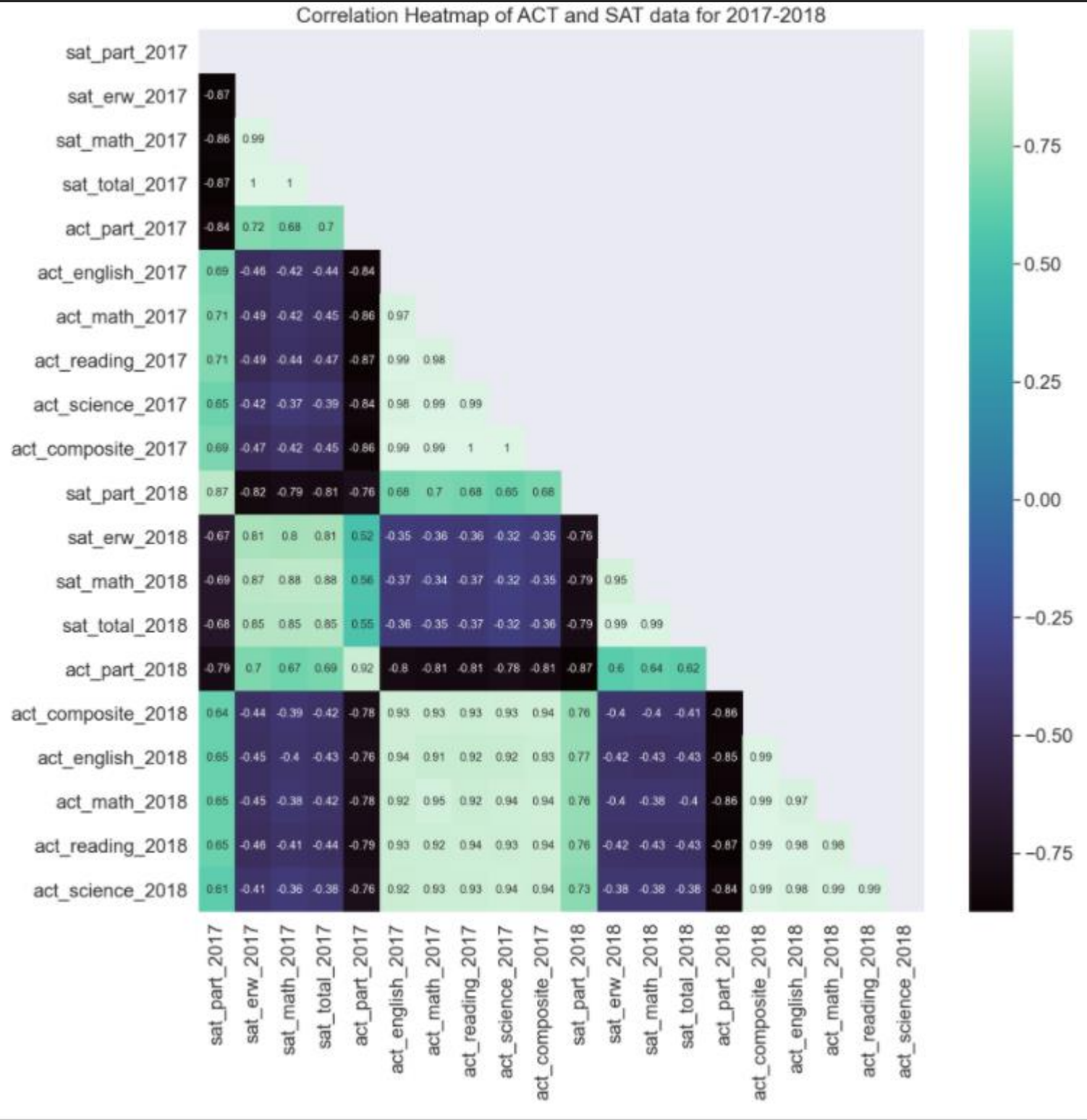
- Investigated trends amongst variables and across SAT and ACT datasets

Data Visualisations

- Visualised data by plotting myriad of graphs to completely understand datasets

FINDINGS

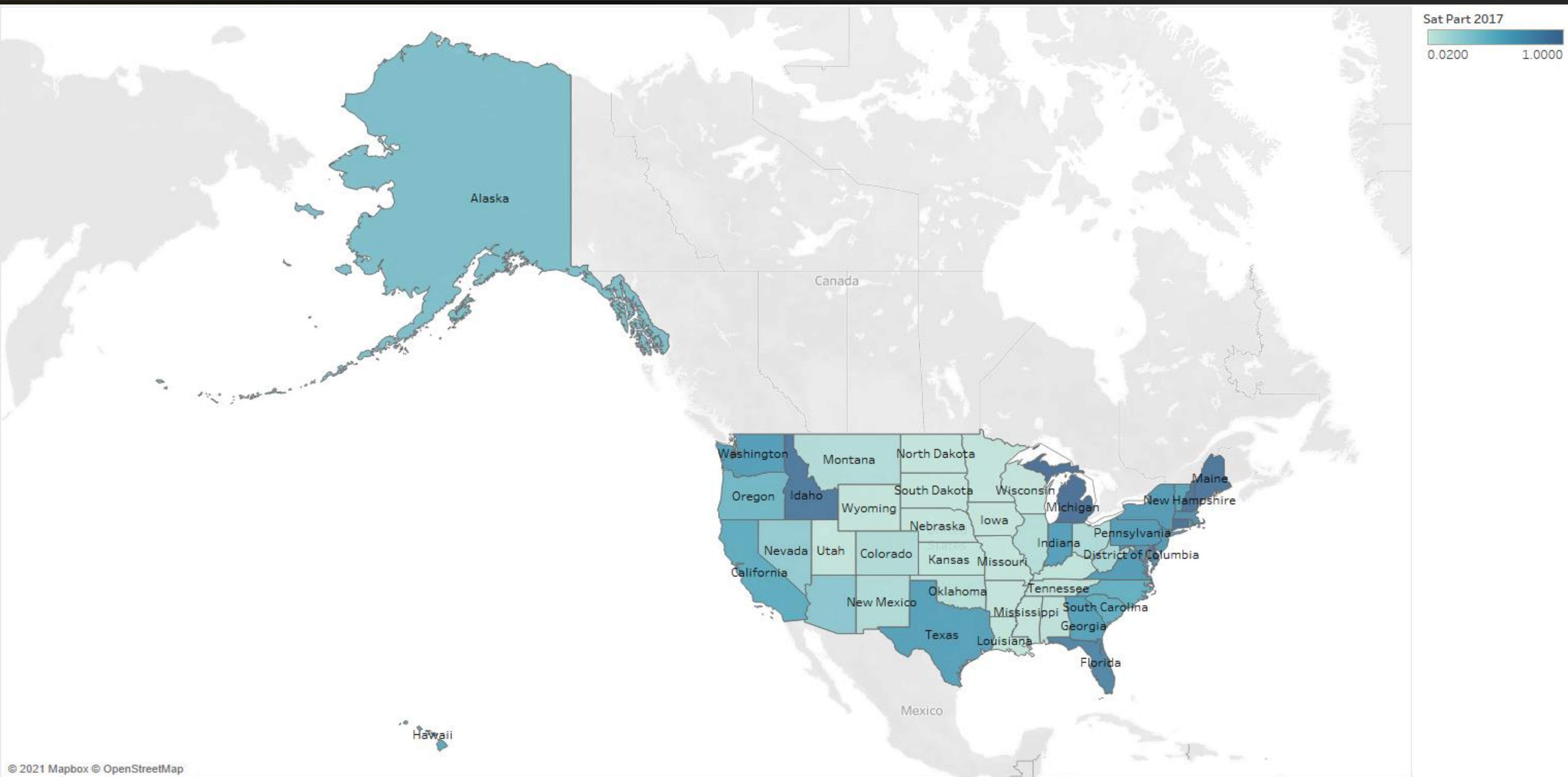
Correlation Heat Map



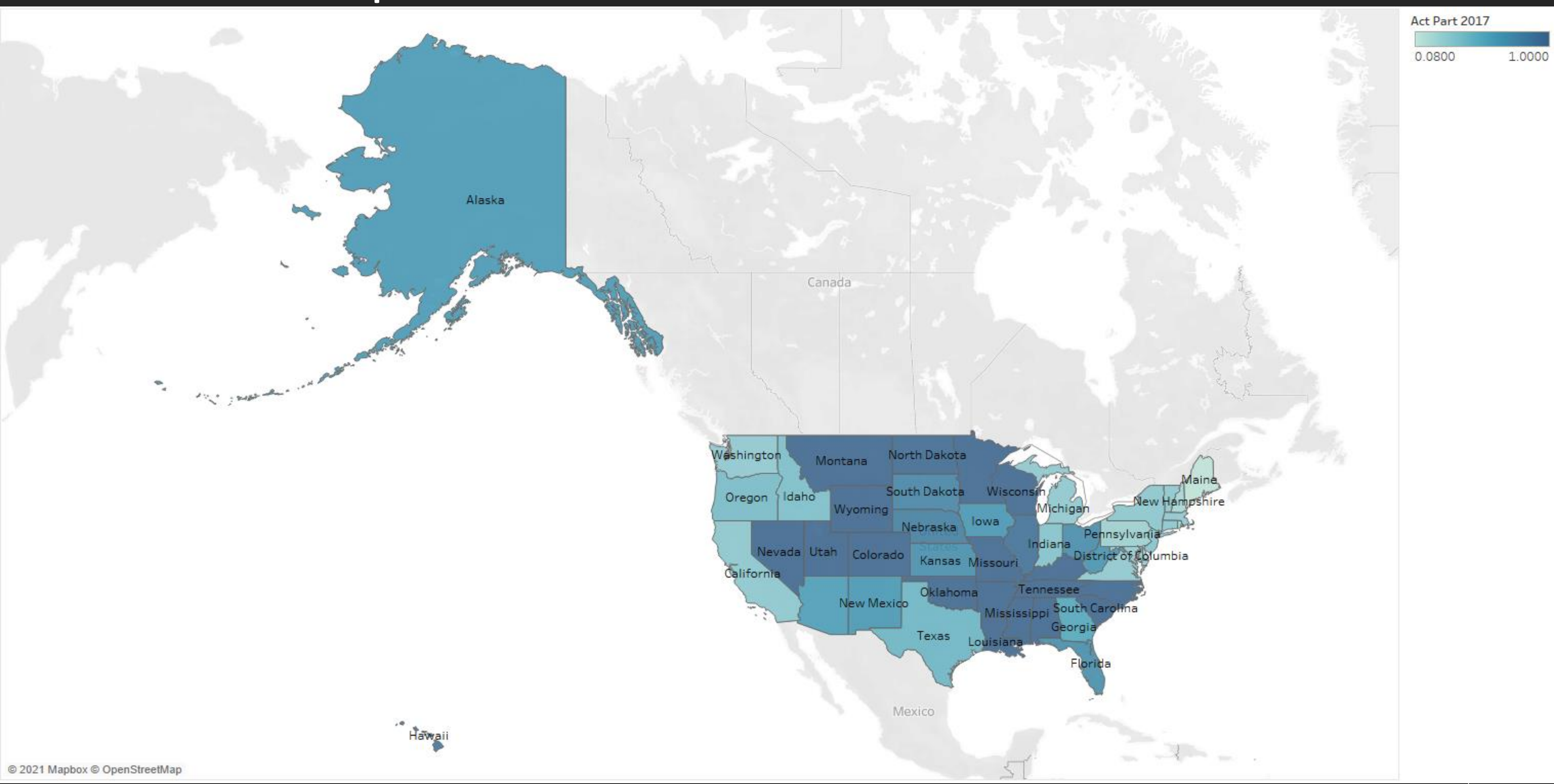
Observations

- The SAT and ACT Participation Rates are negatively correlated with their respective subject test scores and the total scores.
- The SAT and ACT Participation Rates have a negative correlation with the ACT Composite/SAT Total Scores
- States with high participation in 2017 also have a high participation in 2018 for both tests

SAT Participation 2017



ACT Participation 2017



Key Takeaways

Although no University/College in America has ever provided preference of one admission test over the other, there is a lot of competition between the two tests. It is also interesting to see how different states delegate to mandate either tests or make them completely optional.

Additionally, there is a **strong negative correlation** between the participation rates for both tests. Maine and Mississippi are perfect examples of this correlation. This can be seen in the table below.

There is also a **strong negative correlation** between the participation rates and the total test scores as well.

TARGET STATES

No Mandatory ACT/Optional ACT

The best place to start is by targeting states that **do not mandate** the ACTs. This provides opportunities to promote the SATs to schools and popularise with the students

High Test Participation Rates

States that have **high participation rates** without mandatory admissions tests show students are keen to take these tests willing to score places in universities.

CHOSEN STATE



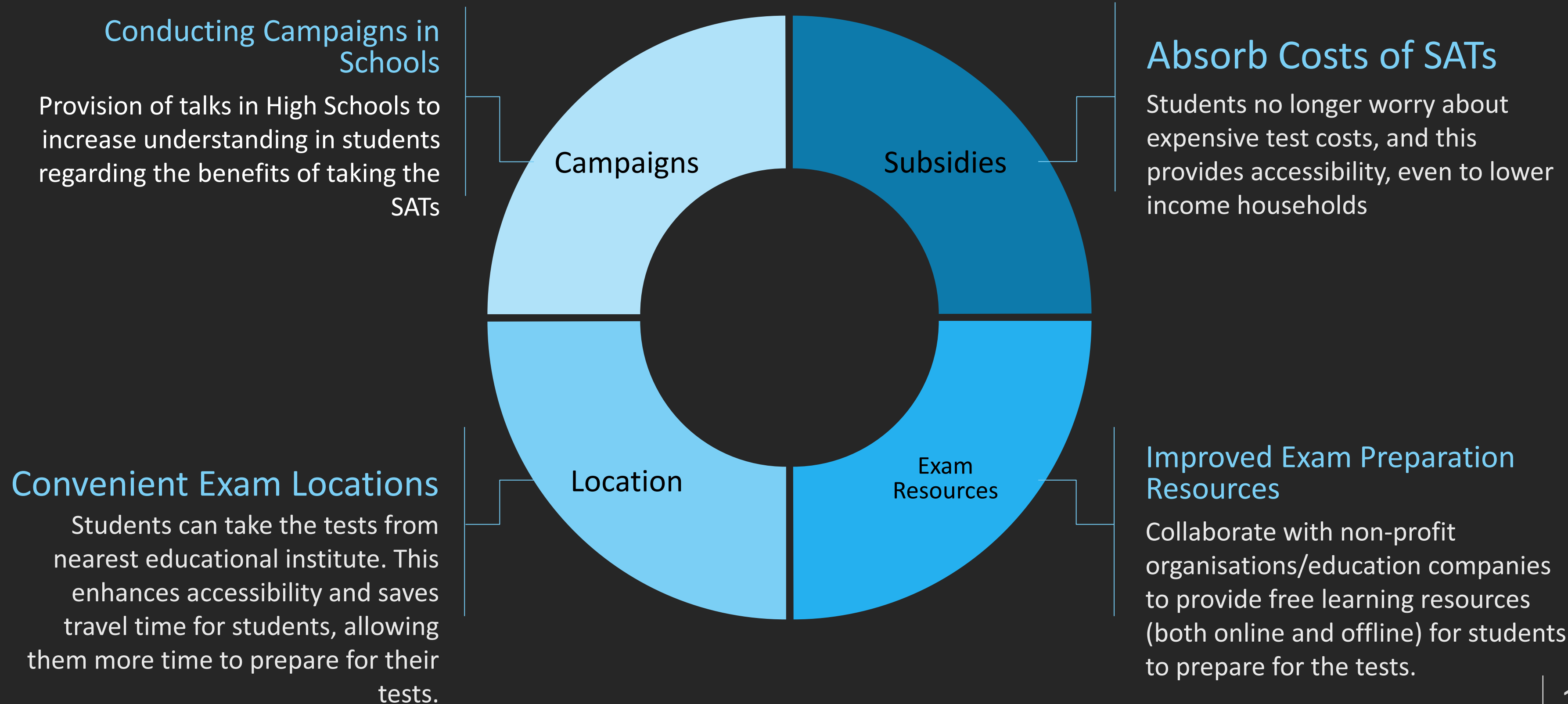
South Dakota

No Mandatory Admissions Tests

High Participation Rate for ACTs for both 2017 and 2018

Keen in taking tests to score places in Universities/Colleges

RECOMMENDATIONS





THANK YOU!