THE SAT REJUVENATION



The Problem
Problem Statement

Data Analysis

Data Importing, Cleaning, EDA, Visualisations

Findings

Descriptive and Inferential Statistics

Recommendations

Outside Research, Conclusion and Recommendations

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

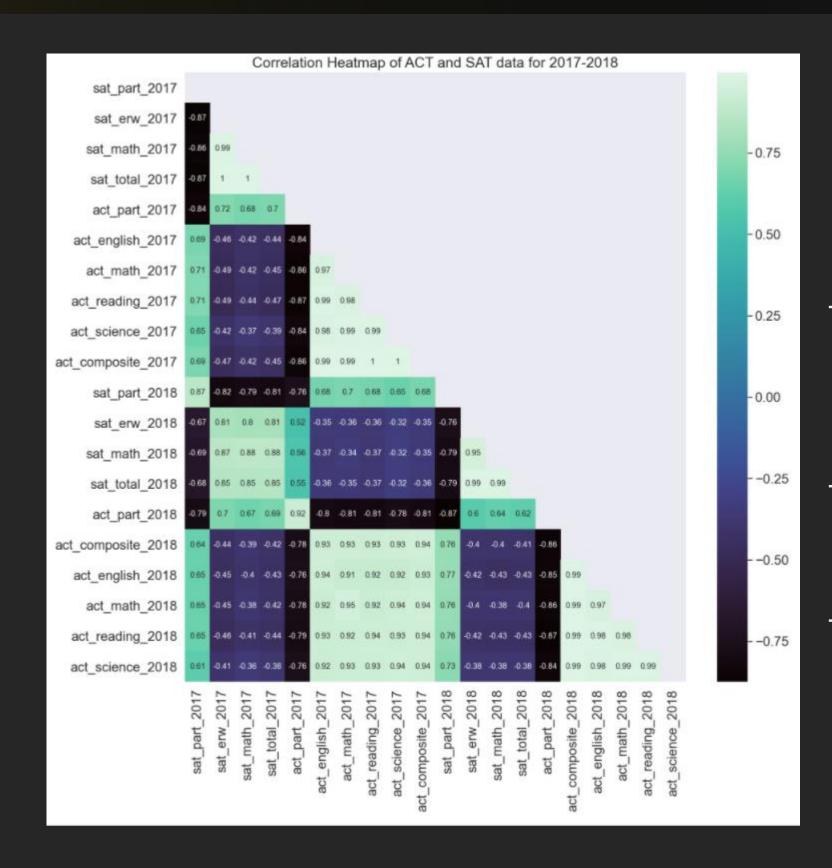
- Investigated trends amongst variables and across SAT and ACT datasets

Data Visualisations

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

FINDINGS

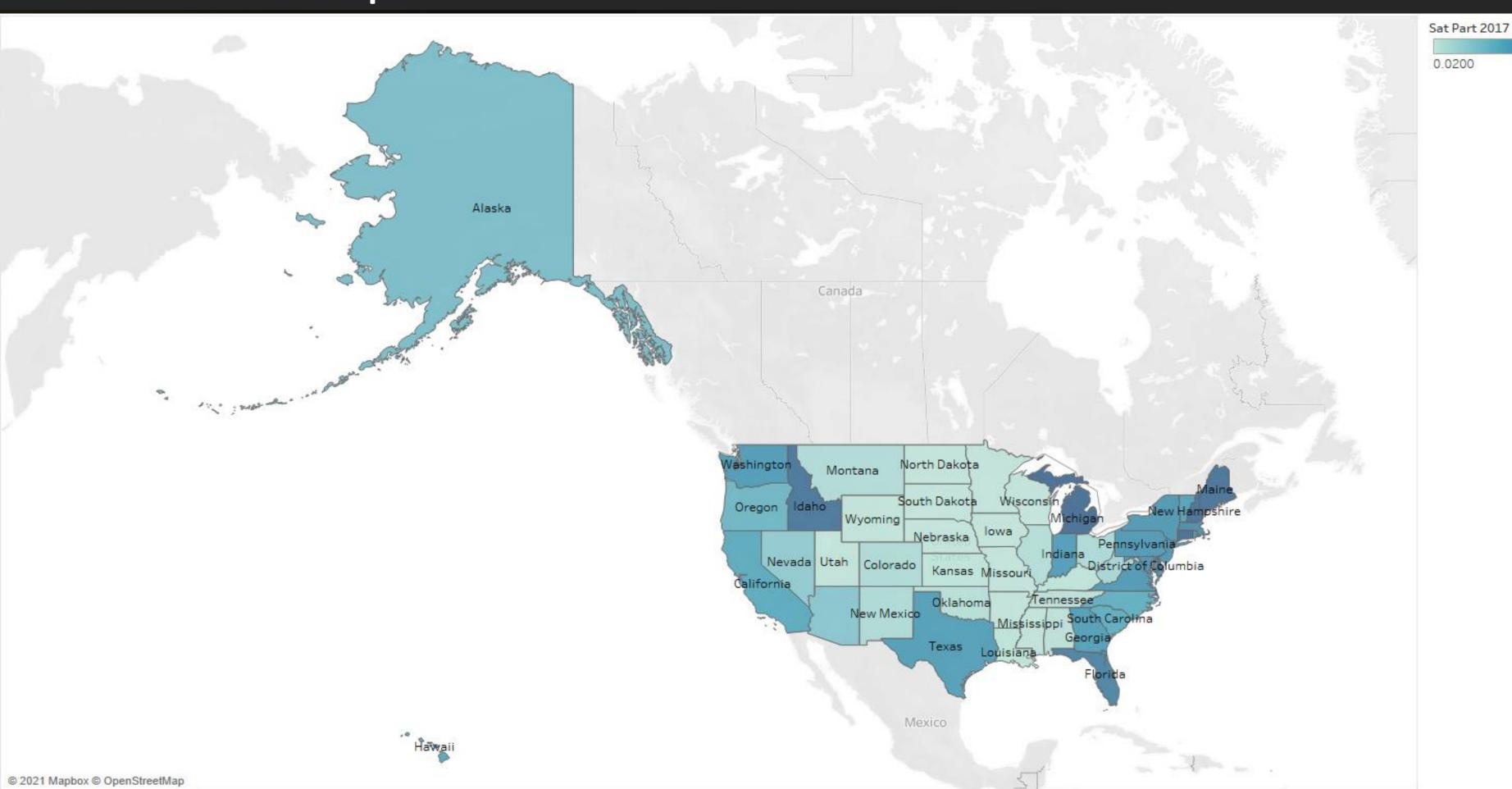
Correlation Heat Map



Observations

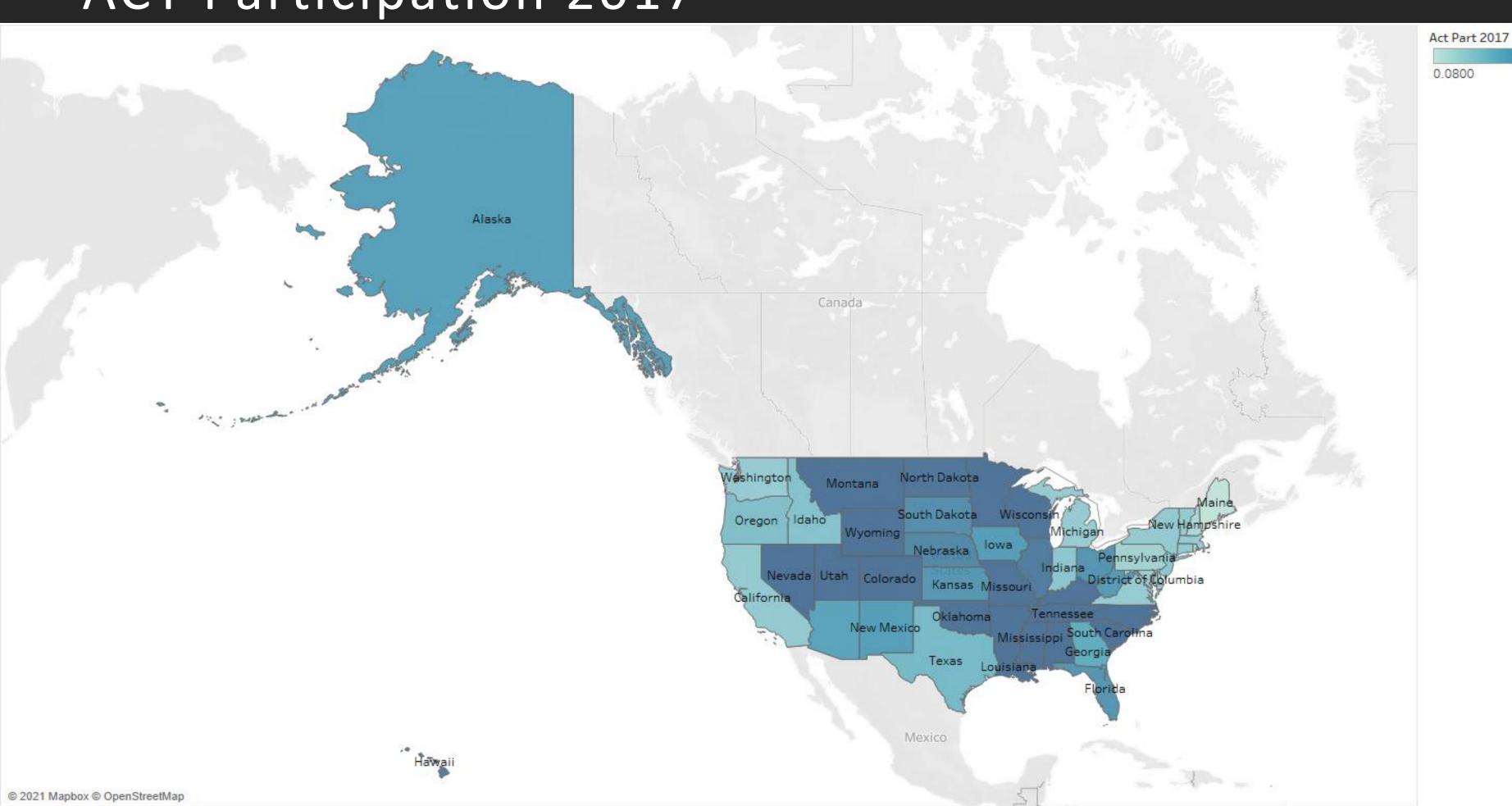
- The SAT and ACT Participation Rates are negatively correlated with their respective subject test scores and the total scores.
- The SAT and ACT Participation Rates have a negative correlation with the ACT Composite/SAT Total Scores
- States with high participation in 2017 also have a high participation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

SAT Participation 2017



1.0000

ACT Participation 2017



1.0000

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

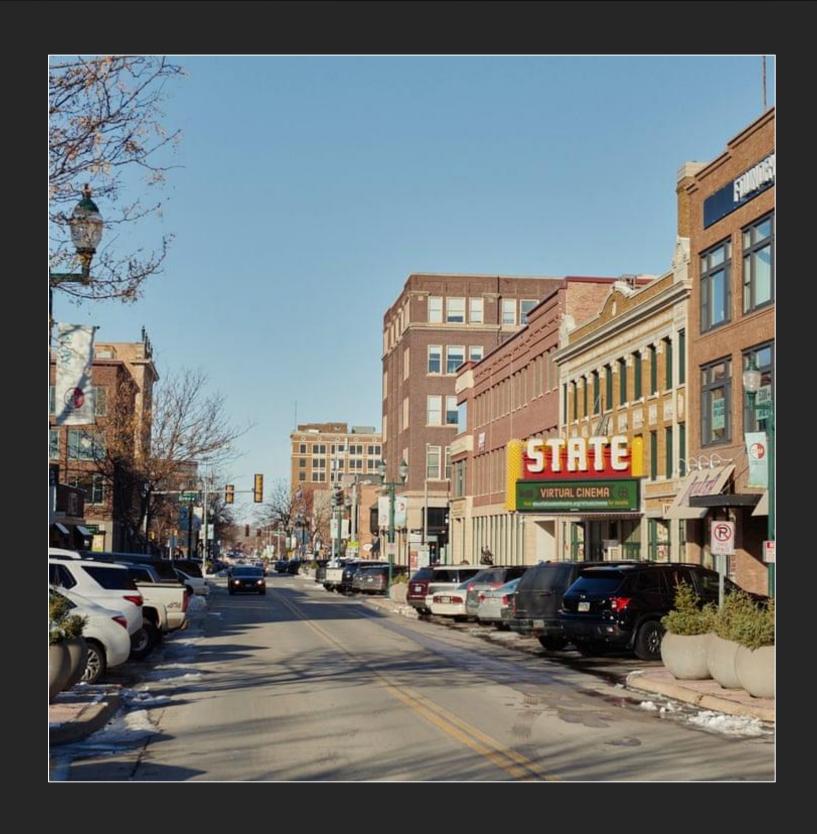
No Mandatory ACT/Optional ACT

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

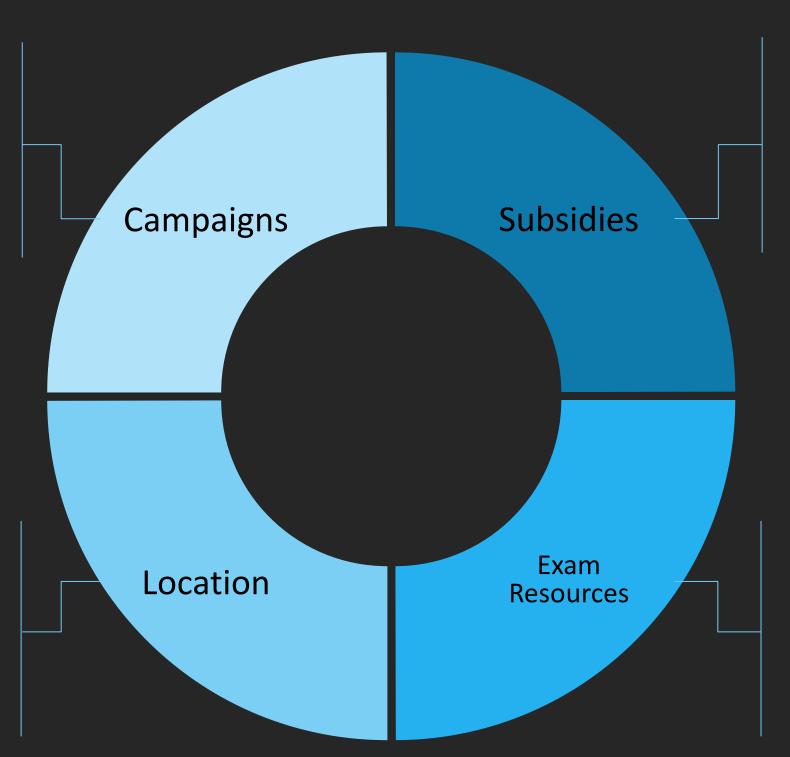
High Participation Rate for ACTs for both 2017 and 2018

Keen in taking tests to score places in Universities/Colleges

RECOMMENDATIONS

Conducting Campaigns in Schools

Provision of talks in High Schools to increase understanding in students regarding the benefits of taking the SATs



Absorb Costs of SATs

Students no longer worry about expensive test costs, and this provides accessibility, even to lower income households

Convenient Exam Locations

Students can take the tests from nearest educational institute. This enhances accessibility and saves travel time for students, allowing them more time to prepare for their

Improved Exam Preparation Resources

Collaborate with non-profit organisations/education companies to provide free learning resources (both online and offline) for students to prepare for the tests.

tests.

THANK YOU!