



Marketing and SAT Analysis

What started off as a marketing internship turned into creating an SAT test that could help testers approximate their score. It was quite a journey, and here is a brief overview of what was completed.



Business Plan

- I created a business plan of the current state of the overall company.
- This consisted of objectives, products and services, the budget, competitive analysis, and target audience.



Instagram

- Created the Instagram account with another team member, Vas.
- Ran the Instagram for a few weeks and developed a follower base of 100+.



College Recruitment

- Developed a commission program for tutors that incentivized them to get more students.
- Reached out to UIUC friends about spreading the word and putting up posters.



AI Research

- Started off as believing AI could be learned in a short amount of time for our SAT analysis project.
- Learned an overview of how AI works but decided not to pursue it with the SAT project.



SAT Reading Test

- Created an SAT reading test with a point system that can analyze the skill level of the person being tested.
- Similar to Khan Academy except time span is much shorter.

