# **ETL Project – The Fundraiser Helper**

**Team Members:**

1. Franz Kiel
2. Linda Levy
3. Terry Tsang
4. Will Bobzin

### Purpose

The development of a tool that will assist charitable organisations in planning their Victorian fundraising efforts. Using this tool an organisation will be able to consider the habits of Victorian tax payers in the 2017-2018 tax year in their donations and gifts to DGR organisations. This data will show:

* Which are the most generous postcodes in terms of gifts/donations per taxpayer
* As donations great generally in the Metro or Country areas
* An average donation rate per suburb
* Postcodes can then be ranked by generosity, with the most generous ones being an ideal location for focused marketing or fundraising activities.

### \*\* E \*\*xtract

1. Australian Taxation Office Income Data (2017-2018)
   1. [Source file link here](https://www.ato.gov.au/About-ATO/Research-and-statistics/In-detail/Taxation-statistics/Taxation-statistics-2017-18/?anchor=Individualsdetailedtables) from the ATO Research and statistics webpage
   2. Downloaded as a .csv file

### \*\* T \*\*ransform

1. Australian Taxation Office Income Data -transformed using Jupyter Notebook
   1. 60 plus columns with long and complex column names containing invalid characters> This impacted on the commands utilised when working to drop some columns, refine and rename others.
   2. Writing the new dataframe of clean data for the state of Victoria only out to a csv file

### \*\* L \*\*oad

* 1. One of the limitations is that the available data only covers filed donations to registered charities disclosed to the ATO. While obviously there is a tax incentive to declare donations and deduct from taxes, these do not cover gifts to individual or organisations that for whatever reason are not registered charities (eg. Sport clubs). While this is a weakness, we believe that it does not distort the results of the exercise