2-WEEK WEEKDAY BOOTCAMP

AI-ASSISTED BUSINESS DEVELOPMENT

Python & Business Analytics

Turn business questions into dashboards.
Turn your work into a personal portfolio.

20	6	1
GUIDED HOURS	STREAMLIT PROJECTS	PERSONAL WEBSITE

No prior coding experience required.

Guided learning with AI, Python foundations, data analysis, six business cases and a resume / portfolio website.

THINK LIKE A MANAGER. CHECK LIKE AN ANALYST.

2 weeks of Cloud Labs access included.

Weekend option: the same 20 hours over 5 weeks. Details on page 11.

WHO THIS IS FOR

Built for your next move.

One practical skill set. Three ways to put it to work.

01

MBA APPLICANTS

Make your analytical thinking visible.

Use a concrete project to explain a business problem, compare alternatives and defend a recommendation. Retail, marketing and operations cases give you material to reflect on in relevant application essays or interviews.

Your portfolio can show the question, the evidence, the decision and what you still need to learn.

02

ENTREPRENEURS

Give your work a professional home.

Create a personal website that brings together your founder story, offer, project demonstrations and contact details. Share one destination with prospective customers, collaborators or partners instead of sending scattered files.

Explore business questions with dashboards. Explain your work on your website.

03

WORKING PROFESSIONALS

Move from raw reports to useful analysis.

Practise using Python and pandas to inspect CSV files, filter records, calculate measures and summarize results. Present repeatable analysis through an interactive dashboard rather than only a static table.

Apply the methods to reporting, marketing, operations or finance tasks in your role.

PROJECT WORK, NOT JUST A TOOL LIST

Show what you changed, how you checked it and why the result matters.
Guided projects should be described honestly as guided work.

SYLLABUS & DELIVERABLES

20 hours, with a clear purpose.

10 sessions x 2 hours. Learn the foundations, then apply them in guided projects.

SESSION	FOCUS	HOURS
1	Python foundations: variables, values, lists and basic calculations	2
2	Python logic: conditions, loops and debugging with AI assistance	2
3	Data analysis: read CSVs, inspect quality, filter, group and summarize	2
4	Retail analytics + an introduction to the Streamlit dashboard	2
5	Marketing campaigns: funnel measures, acquisition cost and ROAS	2
6	Customer churn: compare groups and interpret proportions	2
7	Inventory planning: stock cover, reorder points and scenarios	2
8	Finance and budgets: actual spending, variance and trends	2
9	Restaurant operations: revenue, service and contribution	2
10	Personal resume / portfolio website + project presentation	2

4 h Python + 2 h data analysis + 12 h projects + 2 h portfolio = 20 h

YOUR PERSONAL WEBSITE

Your work, in one place.

Personalize a starter with your introduction, skills, resume, project case studies and contact details. Entrepreneurs can adapt it to a founder profile and offer.

AI AS A WORKING PARTNER

Ask. Run. Check. Explain.

Use AI to understand code, suggest small changes and investigate errors. Verify calculations and conclusions. Never upload confidential data without permission.

Guided templates make the 20-hour scope practical. Customize and explain your work; this program does not promise six independent, from-scratch builds or advanced mastery.

PROJECT 01 / SESSION 4 / 2 GUIDED HOURS

Retail Sales & Profit Analytics

Where should the business focus without chasing sales at any cost?

STEP INTO THE MANAGER'S ROLE / FICTIONAL TEACHING DATA

You have just joined a retail company as its manager. Sales wants more discounts, while the founder wants growth. Before choosing a plan, you ask your analysts to show which regions and categories bring in sales, and what remains after product costs.

THE DATA YOU WILL READ

One row represents one order. Explore dates, regions, categories, sales channels, quantities, prices, discounts and product costs. Learn why counting orders does not tell you the number of unique customers.

QUESTIONS YOU WILL INVESTIGATE

- Does the sales leader also lead gross profit?
- Which region or category deserves a closer review?
- Are we comparing the same dates and records?

WHAT YOU WILL BUILD IN STREAMLIT

Customize a Streamlit dashboard with net sales, gross profit, gross margin and average-order cards. Read monthly trends and regional category comparisons. Use filters to narrow the question, then group and total the selected orders with Python and pandas.

Illustrative receipt after discount; these are not live dashboard totals.

NET SALES	PRODUCT COST	GROSS PROFIT
INR 1,800	**INR 1,200**	**INR 600**
After the discount	Cost of the items sold	Sales minus product cost

YOUR PORTFOLIO OUTCOME

Save a customized dashboard and a recommendation naming one category or region for a pricing, cost or promotion review. Explain the two observations behind your choice instead of simply pointing to the tallest bar.

WHERE THIS HELPS

MBA: explain growth versus profitability.
Entrepreneurs: question blanket discounts.
Professionals: practise repeatable sales reporting with Python.

Gross profit excludes operating expenses and tax. A sales pattern does not prove that a discount caused it.

PROJECT 02 / SESSION 5 / 2 GUIDED HOURS

Marketing Campaign Analytics

Which campaign deserves the next carefully controlled budget test?

STEP INTO THE MANAGER'S ROLE / FICTIONAL TEACHING DATA

Imagine you manage marketing for a growing business. One team celebrates ad views; another celebrates clicks. The founder asks whether that attention is worth the spend. You ask your analysts to connect campaign activity with attributed conversions and revenue before increasing the budget.

THE DATA YOU WILL READ

One row is one channel and campaign on one day. Inspect impressions, clicks, conversions, spend and attributed revenue. Impressions are ad displays, not unique people; attributed revenue is revenue credited to a campaign.

QUESTIONS YOU WILL INVESTIGATE

- Do more clicks also mean more conversions?
- Which channel has stronger returns, and at what scale?
- What must we know before spending more?

WHAT YOU WILL BUILD IN STREAMLIT

Compare spend and revenue trends, channel return on ad spend (ROAS), acquisition cost and conversion rate. ROAS is revenue / spend; cost per acquisition is spend / conversions. Filter channels, campaigns and dates. Calculate combined rates from totals, not averages of daily percentages.

Illustrative campaign totals; revenue credited to ads is not profit.

CAMPAIGN SPEND	ATTRIBUTED REVENUE	ROAS
INR 2,000	**INR 6,000**	**3.0x**
Advertising cost	Sales credited to ads	Revenue divided by spend

YOUR PORTFOLIO OUTCOME

Save a campaign comparison and a small budget-test proposal. State a spending limit, a success measure and the missing cost or attribution information. Explain why the highest ratio is not automatically the best place to invest everything.

WHERE THIS HELPS

MBA: discuss budget allocation. Entrepreneurs: scrutinize campaign spending. Professionals: compare marketing results using correctly calculated measures.

ROAS is not profit or proof of extra sales caused by ads. A high return at low spend may not continue when scaled.

PROJECT 03 / SESSION 6 / 2 GUIDED HOURS

Customer Retention & Churn

New customers arrive. Why should the business also study who leaves?

STEP INTO THE MANAGER'S ROLE / FICTIONAL TEACHING DATA

You manage a subscription business. New customers keep joining, but others leave. Sales wants another acquisition campaign. Before spending more to replace departing customers, you ask your analysts which groups deserve attention and what evidence could guide a retention investigation.

THE DATA YOU WILL READ

One row describes one customer in a snapshot. Examine contract type, region, months as a customer, monthly fee, support tickets, satisfaction and a left-or-stayed flag. Keep each group's customer count beside its churn proportion.

QUESTIONS YOU WILL INVESTIGATE

- Which groups show a larger share of departures?
- Do satisfaction or tenure patterns deserve a review?
- Is the group large enough for a fair comparison?

WHAT YOU WILL BUILD IN STREAMLIT

Use Streamlit to compare customer segments, churn proportions and customer characteristics. With pandas, count customers, group records and calculate the share marked as having left. Read differences in contracts, tenure and satisfaction as questions to investigate, not automatic explanations.

Illustrative customer snapshot; this is not a monthly churn rate.

CUSTOMERS IN GROUP	MARKED AS LEFT	CHURN PROPORTION
100	20	20%
The comparison base	Observed in the snapshot	20 divided by 100

YOUR PORTFOLIO OUTCOME

Save a retention dashboard and a prioritized investigation note. Identify one group to interview or review, state its size and churn proportion, and name an alternative explanation. Propose a targeted next step rather than offering everyone a discount.

WHERE THIS HELPS

MBA: discuss customer strategy. Entrepreneurs: investigate retention before buying more leads. Professionals: practise segmentation and proportion-based reporting.

This is descriptive analysis, not churn prediction. Snapshot associations cannot establish why a customer left.

PROJECT 04 / SESSION 7 / 2 GUIDED HOURS

Inventory Planning

Which stock needs attention before it runs out or ties up more money?

STEP INTO THE MANAGER'S ROLE / FICTIONAL TEACHING DATA

You manage a retailer's warehouses. A popular product keeps running out while another fills the shelves. Buying more of everything would tie up money. You ask your analysts to compare available stock, expected demand and delivery time before recommending what to review first.

THE DATA YOU WILL READ

One row describes a product at a warehouse. Read stock on hand, assumed daily demand, replenishment lead time, safety stock and unit cost. The same product may appear at more than one location, so location matters.

QUESTIONS YOU WILL INVESTIGATE

- How many days might the current stock last?
- Could it run low before replenishment arrives?
- How does a larger safety buffer change priorities?

WHAT YOU WILL BUILD IN STREAMLIT

Explore stock cover, inventory value and reorder points in a Streamlit dashboard. Stock cover compares stock with daily demand; a reorder point combines demand during delivery lead time with a safety allowance. Use the buffer control to explore a scenario, not to place an order.

Illustrative stock snapshot; assumes demand stays at 10 units a day.

STOCK ON HAND	DAILY DEMAND	STOCK COVER
100 units	10 units	10 days
Available at this location	An assumption to check	Stock divided by demand

YOUR PORTFOLIO OUTCOME

Save a stock-priority dashboard and a reorder-review note. Explain how changing the safety buffer changes a recommendation, and identify which demand or delivery assumption must be checked before the business commits money.

WHERE THIS HELPS

MBA: discuss operations and money tied up in stock. Entrepreneurs: question purchasing assumptions. Professionals: practise inventory reporting and scenarios.

Demand and delivery times are assumptions, not guarantees. This exercise is not an automatic purchasing system.

PROJECT 05 / SESSION 8 / 2 GUIDED HOURS

Finance & Budget Analysis

Is being under budget a real saving, or is important work unfinished?

STEP INTO THE MANAGER'S ROLE / FICTIONAL TEACHING DATA

You manage departmental spending. One team is over budget; another has spent very little. The founder asks who is managing money well. You ask your analysts to compare the plan with actual expenses and identify the differences that need an explanation before judging performance.

THE DATA YOU WILL READ

One row is a budget line for a month, department and expense category. Compare the budget with actual expenses. Keep the period and department scope consistent so a smaller or incomplete selection is not mistaken for a saving.

QUESTIONS YOU WILL INVESTIGATE

- Which departments or expense types explain the gap?
- Is underspending a saving or a delay?
- How does spending build up across the period?

WHAT YOU WILL BUILD IN STREAMLIT

Create a guided view of budget versus actual expenses, utilization, variance and spending trends. Group costs by department and category with pandas. In this case, variance = budget - actual: positive means under budget and negative means overspend. Add context before praising or blaming a team.

Illustrative expense line; variance is budget minus actual spending.

BUDGET	ACTUAL	VARIANCE
INR 100,000	INR 115,000	-INR 15,000
The planned expense	The recorded expense	Overspend in this case

YOUR PORTFOLIO OUTCOME

Save a department budget dashboard and a short variance commentary. Identify one overspend or underspend, explain the scope, and request the information needed to distinguish a planning issue, an approved change or delayed work.

WHERE THIS HELPS

MBA: discuss resource allocation. Entrepreneurs: review expense plans. Professionals: practise plan-versus-actual reporting and evidence-based commentary.

This is expense-budget analysis, not company profit or cash flow. Spending less is not automatically better performance.

PROJECT 06 / SESSION 9 / 2 GUIDED HOURS

Restaurant Operations

Can a business serve more orders without overlooking cost or service?

STEP INTO THE MANAGER'S ROLE / FICTIONAL TEACHING DATA

Imagine you manage a restaurant business. Orders look strong, but customers mention long waits. The kitchen wants more staff and marketing wants another offer. You ask your analysts whether the issue is concentrated in one branch, meal period or channel before changing every shift.

THE DATA YOU WILL READ

One row represents one order. Examine the date,
branch, meal period, channel, guest count, bill amount, food cost, waiting time and rating. Compare like-for-like groups rather than treating all branches and service periods as identical.

QUESTIONS YOU WILL INVESTIGATE

- Where do long waits and lower ratings appear?
- Which groups contribute more after food costs?
- What should a small service-improvement test measure?

WHAT YOU WILL BUILD IN STREAMLIT

Compare orders, revenue, waiting times, ratings and contribution after food cost in Streamlit. Explore branch, meal-period and channel differences. Use pandas to group orders and inspect averages alongside order counts, then turn an operational pattern into a specific question for the team.

Illustrative order; staffing, rent, delivery fees and taxes are excluded.

BILL AMOUNT	FOOD COST	CONTRIBUTION
INR 1,000	**INR 400**	**INR 600**
Sales on this order	Food cost only	Bill minus food cost

YOUR PORTFOLIO OUTCOME

Save an operations dashboard and propose one branch or service-period test. Explain what you would monitor: waiting time, ratings and contribution after food cost. Ask what additional staffing or promotion costs the business must include before acting.

WHERE THIS HELPS

MBA: discuss service and operations trade-offs. Entrepreneurs: connect growth with service quality. Professionals: practise operational performance reporting.

Contribution is not final profit. A relationship between waiting time and ratings does not establish cause and effect.

YOUR PERSONAL WEBSITE / SESSION 10 / 2 GUIDED HOURS

Give your work a professional home.

A resume introduces you. A portfolio lets you explain how you think.

FROM A FOLDER OF FILES TO A CLEAR STORY

Turn your business cases into a clear story. Personalize a starter website that introduces you, presents your skills and resume, and explains selected dashboards. Entrepreneurs can adapt the same structure to a founder profile and business offer.

WHAT YOU WILL PERSONALIZE

Your introduction

Who you are, your interests and the work you want to do.

Your skills and resume

Explain your developing Python and analysis skills; add your resume.

Your project case studies

Show the question, evidence, your changes and a limitation.

Your contact details

Give visitors a clear way to start a relevant conversation.

FOR ENTREPRENEURS

Your story. Your offer. Your proof.

Introduce the problem you want to solve, who you help and what you offer. Use project demonstrations to make your work concrete. Share one destination with potential customers, collaborators or partners instead of sending scattered files.

A website supports the conversation. It does not guarantee customers or sales.

HOW ONE PROJECT CAN BECOME A PORTFOLIO STORY

Example: Marketing Campaign Analytics

"I customized a guided dashboard using fictional campaign data, checked return-on-ad-spend calculations and compared channels. I explained one budget-test idea and why campaign attribution alone cannot prove the effect of extra spending."

SHOW THE WORK YOU ACTUALLY COMPLETED

MBA applicants can discuss their reasoning and reflection. Working professionals can demonstrate how they turn a table into a repeatable analysis. AI can help explain code and refine wording; you remain responsible for checking the result and describing guided work honestly.

Keep screenshots and source files. Public hosting, live demo links and custom domains are separate arrangements; a private lab link is not a permanent public portfolio.

BATCHES & APPLICATIONS

Choose a batch.
Bring a business question.

Pick from available time slots. Contact us to discuss the timing that works for you.

WEEKDAY TRACK

2 weeks

Monday to Friday

10 sessions x 2 hours
20 hours of guided learning

WEEKEND TRACK

5 weeks

Saturday and Sunday

10 sessions x 2 hours
20 hours of guided learning

CLOUD LABS / 2 WEEKS INCLUDED

Code in your browser with the course environment ready to use.
Use VS Code or JupyterLab; bring a laptop and a reliable internet connection.

Weekend applicants: confirm when the two-week Cloud Labs window applies and how access will work for sessions outside it before enrolling.

YOUR APPLICATION, PERSONALLY REVIEWED

Tell us your background, learning goal and preferred time slots. We will personally review your application and discuss a suitable batch. Contact us for fees and availability.

Ashish Chaudhary

Founder and Instructor | Cookiesensei Labs Private Limited

+91 9319619889

ashish@cookiesensei.com

Save your projects before lab access ends. Public hosting and custom-domain arrangements are separate. Project work does not guarantee admission, employment or business growth. Session timings are subject to available slots.