



Internship Learning Plan: Campaign QA Checklist Automation

Learning Objectives

This internship is focused on:

- Building a foundational understanding of **SaaS project management** and **marketing automation audit frameworks**.
- Develop **hands-on skills in Python scripting using the Django framework**, automate **Campaign QA checklists**, and generate structured audit outputs by integrating with the **Google Sheets API**.

Duration & Weekly Touchpoints

- **Duration:** 5 Weeks
- **Start Date:** May 1, 2025
- **Project Review:** Every Friday

Tech Stack & Tools

- **Programming Language:** Python
- **Framework:** Django
- **APIs Used:** Google Sheets API
- **IDE:** Visual Studio



5-Week Plan - Intern Responsibilities

Initial Setup

- Access and review raw campaign data provided in Google Sheets
- Set up project repository on GitHub with the following structure:
 - `/src` – Python scripts
 - `/tests` – Unit test files
 - `/docs` – Business Case, WBS, Audit Findings Report
 - `README.md` – Project overview and usage guide
- Authenticate and integrate with Google Sheets API

Checklist Automation (Core Task)

Write Python logic to analyze the data and answer the following questions based on the raw sheet provided:

Raw Data:

https://docs.google.com/spreadsheets/d/1g1DzG1BwJdluCJOwwxZm41Ux6MA_aXg8rRExJDJf5c8/edit?gid=1856679611#gid=1856679611

Questions:

<https://docs.google.com/spreadsheets/d/1fX2gwt7SyuzDEAFzZEWLxgPK2yM7Cl651Facbz-7z20/edit?gid=684384303#gid=684384303>

Testing

- Implement **unit tests** for all key functions under `/tests`
- Pylint Score should be >7.5

Documentation

- Audit Findings Report (summary of automated checks)
- README.md (project overview, setup, and usage instructions)



Final Deliverables

A complete project that **automates the Campaign QA Checklist** using **Python** and the **Google Sheets API**.

Unit test cases to validate core functions and ensure robustness and reliability of the automation logic.

A final **presentation deck** that summarizes:

- Project objectives
- Implementation steps
- Key insights and learnings

A fully organized **GitHub repository**, containing:

- **README.md** with setup instructions, usage guidelines, and project overview
- Python project code (scripts)
- Unit test case scripts
- A **docs/** folder with all project documentation

Conclusion

This internship provides a structured approach to learning SaaS project management and automation, allowing the intern to develop practical skills in workflow automation, task management, and project documentation. By the end of the program, the intern will have a tangible project hosted on GitHub, demonstrating their ability to identify, plan, and implement an automation solution. This experience will serve as a strong foundation for future roles in software development and project management.