

DATA DAD · डेटा डैड

The 0–12 Month Smart Baby Plan

36 five-minute brain games, month by month. Plus what's normal, what to say, and when to call the doctor.

FREE SAMPLE | 12 months | 36 brain games | English edition

Milestones
what most babies do, month by month

Brain games
5 minutes a day, things from home

Doctor signs
what can wait, what can't

Trackers
fridge chart + milestone log

Your baby's month-by-month plan, backed by data.

by Data Dad · its.datadad

WELCOME

Hello, smart parent!



I'm a papa and a data analyst. When our baby came, everyone had advice: rishtedaar, WhatsApp groups, "Sharma ji ka baby". What I wanted was a plan: what is normal this month, what to do for 5 minutes a day, and when to call the doctor. This book is that plan.

I've spent over ten years reading data for a living, much of it in healthcare. For our daughter, I read the baby research the same way.

Everything here comes from trusted health sources: CDC, WHO, the American Academy of Pediatrics, the Indian Academy of Pediatrics and Harvard's Center on the Developing Child. I've turned it into simple Indian-home steps, with katori, dupatta and dadi included.

How to use this book

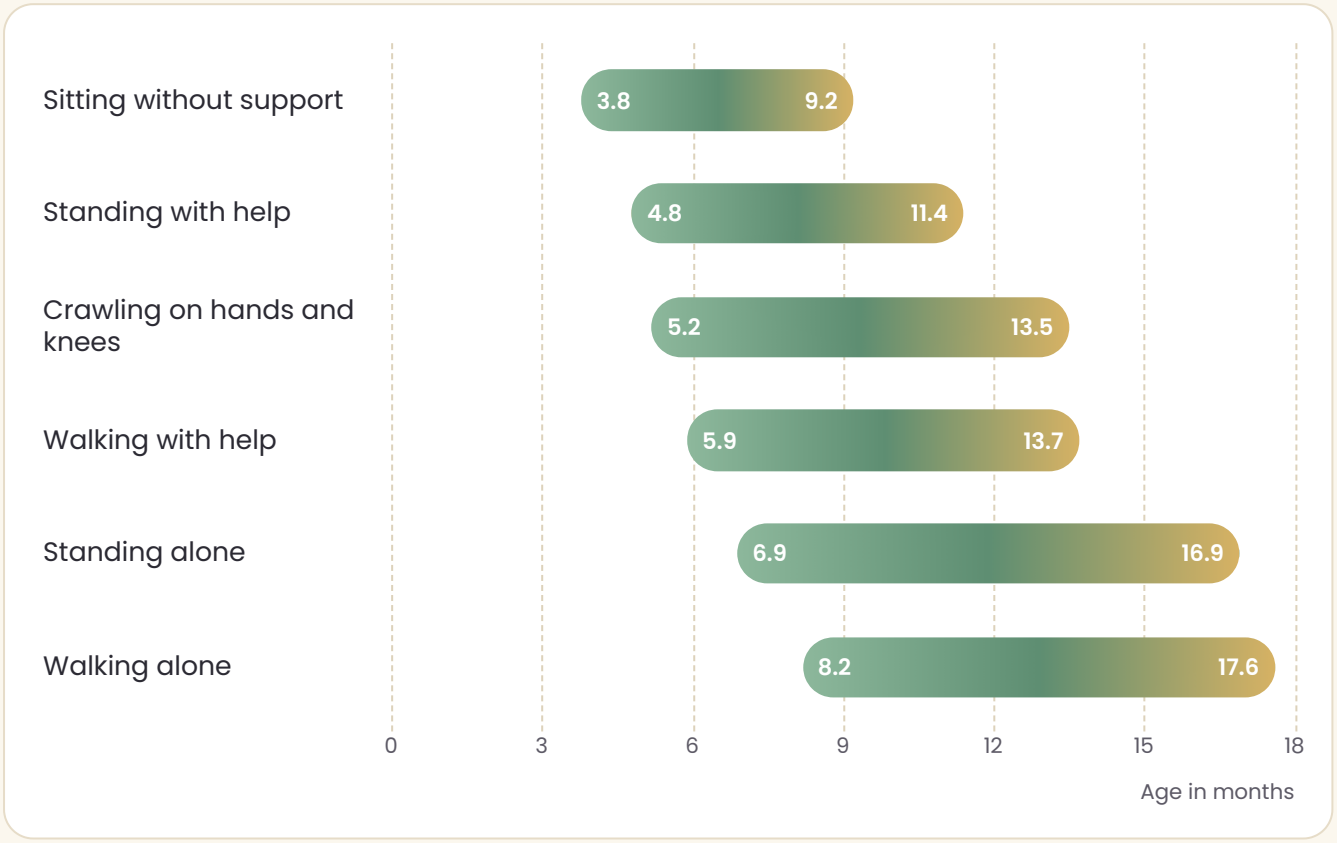
1. Find your baby's month. Each month has 4 pages: what most babies do, 3 brain games, words to say, and daily care with a checklist and doctor signs.
2. Do one game a day, 5 minutes, when baby is awake and happy. Repeat the same game for days. Babies learn by repetition.
3. Print the fridge chart (page 58) and the milestone tracker (pages 59–61). Take the tracker to every doctor visit.
4. Premature baby? Use the month counted from the due date, not the birth date, until about 2 years, and check with your doctor.

This book is for learning and play. It is not medical advice. Every baby grows at their own pace; your doctor knows your baby best.

— Data Dad (papa + data analyst)

When most babies do it: the normal window

From the WHO Motor Development Study, which followed babies in 5 countries, including India. Each bar is the normal window: 98 of 100 healthy babies reached the skill somewhere inside it.

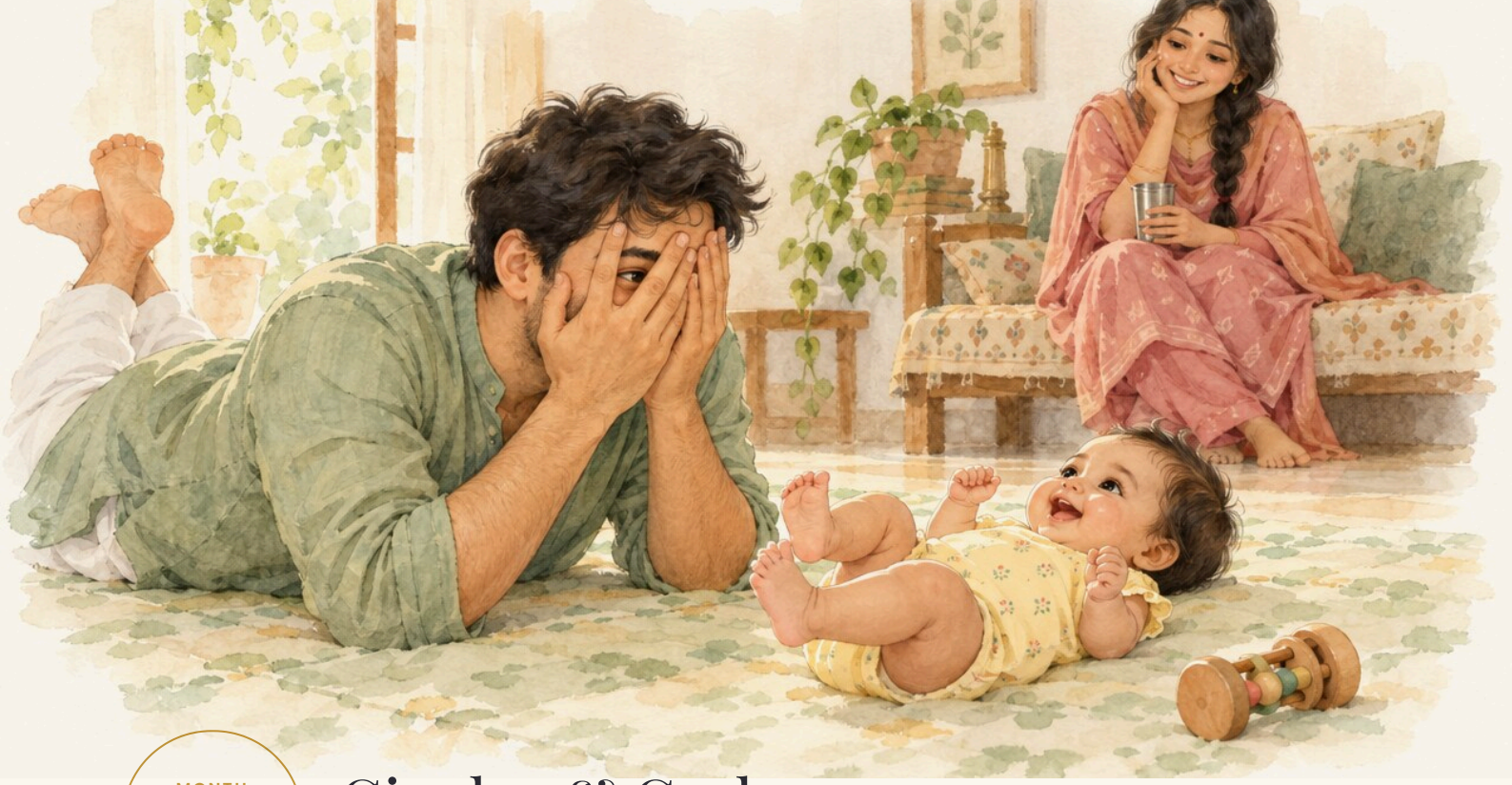


Walking anywhere from about 8 to 18 months is normal. Ranges, not races.

How to read it

- Early in the bar or late in the bar: both are normal.
- About 4 in 100 babies in the study never crawled on hands and knees. Skipping it is fine.
- If your baby reaches the end of a bar without the skill, or you're worried sooner, talk to your doctor.

Source: WHO Multicentre Growth Reference Study, Acta Paediatrica 2006 (1st–99th percentile windows).



MONTH
4

Giggles & Grabs

Your baby now tries to get your attention on purpose. That is the real start of communication.

What most babies do by 4 months

- Smiles on their own to get your attention
- Chuckles when you try to make them laugh
- Makes sounds back when you talk; turns head towards your voice
- Holds the head steady without support when you hold them
- Holds a toy you put in the hand; swings an arm at toys
- Pushes up onto elbows/forearms on the tummy

This month's brain games

1. Hands Peekaboo
2. Grab & Hold
3. Voice Hunt

DATA DAD NOTE

Turning towards your voice is on the CDC 4-month list: at least 3 in 4 babies do it by 4 months.

This month I noticed...

Not medical advice · ask your doctor

This month's brain games

BRAIN GAME 1 — 5 MINUTES

Hands Peekaboo

1. Cover your face with your hands: "Where's mummy?" (or papa, or dadi)
2. Wait 2 seconds.
3. Open up: "Peekaboo!" Watch for the giggle.

Why it works: Waiting for you to come back builds anticipation and memory, and the laugh is pure bonding.

Tick a dot each day you play

	M	T	W	T	F	S	S
Wk 1	○	○	○	○	○	○	○
Wk 2	○	○	○	○	○	○	○
Wk 3	○	○	○	○	○	○	○
Wk 4	○	○	○	○	○	○	○

BRAIN GAME 2 — 5 MINUTES

Grab & Hold

1. Put a light rattle in baby's hand.
2. Let go slowly. Does baby hold on?
3. Then hold it just above the chest so baby swings and reaches.

Why it works: Holding and reaching are the first steps towards using the hands on purpose.

Tick a dot each day you play

	M	T	W	T	F	S	S
Wk 1	○	○	○	○	○	○	○
Wk 2	○	○	○	○	○	○	○
Wk 3	○	○	○	○	○	○	○
Wk 4	○	○	○	○	○	○	○

Not medical advice · ask your doctor

This month's brain games

BRAIN GAME 3 — 5 MINUTES

Voice Hunt

1. Stand to one side, out of baby's view.
2. Call baby's name softly.
3. When baby turns, step in with a big smile.

Why it works: Turning towards your voice is a 4-month skill. The reward (your face) makes baby want to do it again.

Tick a dot each day you play

	M	T	W	T	F	S	S
Wk 1	○	○	○	○	○	○	○
Wk 2	○	○	○	○	○	○	○
Wk 3	○	○	○	○	○	○	○
Wk 4	○	○	○	○	○	○	○

Say it today

HINDI	ENGLISH
मम्मी कहाँ? झा!	Where's mummy? Peekaboo!
ये झुनझुना है — छन-छन!	This is a rattle.
तुम हँस रहे हो!	You're laughing!

Not medical advice · ask your doctor

Daily care

Feeding

Still only milk. Babies aren't ready for other foods or drinks until about 6 months, even if relatives push.

Floor time

Limit long stretches in bouncers, swings and car seats. Daily floor time lets baby move and explore.

Mouthing

Everything goes into the mouth now. Keep anything small, sharp or hot out of reach.

WHEN TO TALK TO THE DOCTOR

Talk to your doctor if by 4 months baby doesn't watch moving things, doesn't smile at people, can't hold the head steady, or makes no cooing sounds.

> **At any age:** if baby loses a skill they already had, tell the doctor soon. Breathing trouble or a fit = go now.

My checklist

- [ ] Hands Peekaboo every day
- [ ] Grab & Hold
- [ ] Voice Hunt from both sides
- [ ] Daily floor time, less bouncer time
- [ ] Small things out of reach

Not medical advice · ask your doctor

GET THE FULL PLAN

Liked Month 4? There are 11 more.



Inside the full book

- All 12 months, 4 pages each: milestones, 3 brain games, words to say, daily care, doctor signs
- 36 five-minute brain games with things from home
- The Year at a glance data chart (WHO)
- Fridge chart + 3-page milestone tracker for doctor visits
- When to see a doctor: the go-now list and the book-a-visit list
- Myth vs data: 9 dadi ke nuskhe, updated

65 pages · A4 · print or read on your phone

Price

₹299

English + Hindi editions, both included

+ 3 free bonuses

Printable fridge chart & tracker · "Doctor kab?" phone wallpaper · first-year certificate

How to get it

DM PLAN to @its.datadad on Instagram, or tap the link in bio.

7-day refund: if the file doesn't open or you don't like it, DM us within 7 days for a full refund. This book is for learning and play. It is not medical advice.