My first Understanding about Data and its Science

Hi, My Name is Shashank Lalwani .  
I work with one of the Fitness Startup named SQUATS Fitness Private limited as an Head of Business Operations and Customer Experience.  
I am a beginner in Data Science and wish to develop a team in our organisation which will work on data, generate insights and plan the future strategies based on the same . Therefore, I am here to get all Business related knowledge and how Data Science will help our Business to grow.

*Data Scientist is one who analyses the data ﻿irrespective of quantity or quality of the same, get some meaningful insights using various appropriate tools ( by writing commands or by using visualisation tools), find the solutions to the problems and communicate meaningful insights to the stakeholders involved . A person with Curiosity, having problem solving skills , who can tell story out of data can become Data Scientist by acquiring some technical skills related to programming and visualisation.  
  
  
Data Science is the study of Data and it is what Data Scientists do .We have tons of data available , to make best use of it, analyze it , generate curiosity out of it , get the answers to the problems, generate insights, take business decisions based on the same .*Data Science is process of using data to understand various relevant things and make decisions out of it . It uncovers insights and trends which are hidden behind the data. Data Science brings one out of hypothetical world and give relevant output based on past scenarios so that future can be predicted .

There are various industries discussed in this course where Data Science can be applied .  
My Primary focus would be to apply Data Science in Fitness and Wellness, basically a Healthcare Industry. I wish to understand the Customer Behaviour for following pointers through this application:  
What kind of Nutrition works best for which type of Body?  
Which kind of workouts affect there muscles largely?  
How much is their recovery period ?  
Which kind of fitness products consumers purchase ?  
Is there any accurate data for fitness bands? How does it help to track fat storage and muscle building?  
What kind of major challenges do client face during workouts or following any nutrition plan ?

Ten main components of a report which should be delivered at the end of the data science project are :  
  
1. Cover Page  
2. Table of Contents  
3. Abstract or Executive Summary  
4. Introduction  
5. Literature Review  
6. Methodology Section  
7. Results Section  
8. Discussion  
9. Conclusion   
10. Housekeeping section ( which includes Acknowledgements, References and Appendices )