The Ten main components are as follows:

Cover Page, Table of Contents, executive summary,Introductory section,Literature review,methodology, detailed contents, acknowledgements, references, appendices.

Marketing Analytics excites me. Understanding consumer behavior through past data and deriving insights for stake holders to experiment marketing strategies is what i would like to do.

Data Scientist : A Data Scientist analyses the vast amount of past data so as to derive insights from it and communicates that insights to help the stake holders make strategic choices.

Data Science : Data Science is the study of large amounts of past data to derive insights from it and to help stake holders make strategic choices.