**Plan for Presentation:**

1. I would introduce myself to the executive committee and will provide brief overview about my past and current work related to Data science as to build credibility for why they should listen to me.
2. I would introduce the agenda stating the purpose of this presentation and key take aways from the talk mentioning it is introduction to data science and schedule deep dive discussions for later if needed. The agenda includes

* Executive Summary
* Data Science Simplified
* Data Science History
* Big Data
* Business Applications
* Q&A

1. I would provide brief synopsis of whole presentation - what is data science is all about, how it can drive business value, few real life examples from retail domain. (Assumption: Executive committee from retail sector)
2. I would then start with data science definition in detail, how its related to scientific thinking, statistical methods, computer technologies and type of data.
3. Then would provide little peek into history and how data science gained popularity, the need of data science for addressing business needs from data at large scale, how it is different from traditional approaches and how it is related to bigdata.
4. Would explain what is bigdata and provide few references from what industry leaders are saying about bigdata and few big data use cases from different domains. Also would explain type of data, difference between structured, semi structured and unstructured and how complexity rises in providing insights.
5. Would explain how data science with bigdata creating vast impact in almost all the sectors and provide few examples from retail domain such as Amazon, Apple and Airbnb. How the data science is being used to drive business value.
6. Would end the presentation with Q&A.