Support your ideas with at least three (3) sources using citations in your essay. Make sure to cite using the APA writing style for the essay. The cover page and reference page in correct APA do not count towards the minimum word amount. Review the rubric criteria for this assignment. Explain how cannabis works in the body by including information regarding the endocannabinoid system (ECS) and endocannabinoid deficiency syndrome. Describe four different delivery routes patients may use cannabis, the onset of action for each, and one pro and one con of each route. Assignment Expectations: Length: 1000-1500 words; answers must thoroughly address the prompts in a clear, concise manner. Structure: Include a title page and reference page in APA format. These do not count towards the minimum word count for this assignment. Your essay must include an introduction and a conclusion. References: Use appropriate APA style in-text citations and references for all resources utilized to answer the questions. A minimum of three (3) scholarly sources are required. Assessment Background Data monetisation is about using data to create or increase existing revenue. Using direct monetisation means selling your data to third parties, whereas indirect monetisation is about making revenue from insights from the data, such as understanding existing customers, gaining new customers or finding cost savings, business opportunities and avoiding risk. Source: <https://www.sisense.com/data-monetisation/> Assessment Instructions Choose one of the following industries, • Healthcare • Retail - clothing • Social Media • Education • Motor vehicles • Fast Foods Research one example of a business using data monetisation within the industry you chose above and complete Part A-D. Part A: Introduction and use on monetisation (350 words, 10 marks) • Introduce the idea of monetisation. • Describe how it is being used in by the company you chose. • Explain how it is providing benefit for the business you chose