In contrast, data science deals with quantitative and qualitative data (e.g., from images, text, sensors, transactions, customer information, etc.) and emphasizes prediction and action. Data science is an interdisciplinary academic field that uses statistics, scientific computing, scientific methods, processes, algorithms and systems to extract or extrapolate knowledge and insights from noisy, structured, and unstructured data. In a 2001 paper, he advocated an expansion of statistics beyond theory into technical areas; because this would significantly change the field, it warranted a new name. Cleveland. A decade later, they reaffirmed it, stating that "the job is more in demand than ever with employers". While data analysis focuses on extracting insights from existing data, data science goes beyond that by incorporating the development and implementation of predictive models to make informed decisions. As such, it incorporates skills from computer science, statistics, information science, mathematics, data visualization, information visualization, data sonification, data integration, graphic design, complex systems, communication and business. In 1996, the International Federation of Classification Societies became the first conference to specifically feature data science as a topic. The modern conception of data science as an independent discipline is sometimes attributed to William S. Data science is an interdisciplinary field focused on extracting knowledge from typically large data sets and applying the knowledge and insights from that data to solve problems in a wide range of application domains. In 1998, Hayashi Chikio argued for data science as a new, interdisciplinary concept, with three aspects: data design, collection, and analysis. It uses techniques and theories drawn from many fields within the context of mathematics, statistics, computer science, information science, and domain knowledge. However, the definition was still in flux. Data science, on the other hand, is a more complex and iterative process that involves working with larger, more complex datasets that often require advanced computational and statistical methods to analyze. Data science also integrates domain knowledge from the underlying application domain (e.g., natural sciences, information technology, and medicine). Statistician Nathan Yau, drawing on Ben Fry, also links data science to human-computer interaction: users should be able to intuitively control and explore data. Data science is an interdisciplinary academic field that uses statistics, scientific computing, scientific methods, processes, algorithms and systems to extract or extrapolate knowledge and insights from noisy, structured, and unstructured data. In 2014, the American Statistical Association's Section on Statistical Learning and Data Mining changed its name to the Section on Statistical Learning and Data Science, reflecting the ascendant popularity of data science. It uses techniques and theories drawn from many fields within the context of mathematics, statistics, computer science, information science, and domain knowledge. Data science is an interdisciplinary field focused on extracting knowledge from typically large data sets and applying the knowledge and insights from that data to solve problems in a wide range of application domains. Data analysts typically use statistical methods to test these hypotheses and draw conclusions from the data. Data scientists are often responsible for collecting and cleaning data, selecting appropriate analytical techniques, and deploying models in real-world scenarios. In 1962, John Tukey described a field he called "data analysis", which resembles modern data science. Big data is a related marketing term. Despite these differences, data science and data analysis are closely related fields and often require similar skill sets.