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. The term "data science" has been traced back to 1974, when Peter Naur proposed it as an alternative name to computer science. Both fields play vital roles in leveraging the power of data to understand patterns, make informed decisions, and solve complex problems across various domains. 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. A decade later, they reaffirmed it, stating that "the job is more in demand than ever with employers". Data analysis focuses on extracting insights and drawing conclusions from structured data, while data science involves a more comprehensive approach that combines statistical analysis, computational methods, and machine learning to extract insights, build predictive models, and drive data-driven decision-making. In 2012, technologists Thomas H. During the 1990s, popular terms for the process of finding patterns in datasets (which were increasingly large) included "knowledge discovery" and "data mining". Jeff Wu again suggested that statistics should be renamed data science. He describes data science as an applied field growing out of traditional statistics. Both fields require a solid foundation in statistics, programming, and data visualization, as well as the ability to communicate findings effectively to both technical and non-technical audiences. 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. Both fields play vital roles in leveraging the power of data to understand patterns, make informed decisions, and solve complex problems across various domains. For instance, a data scientist might develop a recommendation system for an e-commerce platform by analyzing user behavior patterns and using machine learning algorithms to predict user preferences. Big data is a related marketing term. The field encompasses preparing data for analysis, formulating data science problems, analyzing data, developing data-driven solutions, and presenting findings to inform high-level decisions in a broad range of application domains. Data science and data analysis are both important disciplines in the field of data management and analysis, but they differ in several key ways. Data science also integrates domain knowledge from the underlying application domain (e.g., natural sciences, information technology, and medicine). He describes data science as an applied field growing out of traditional statistics. Though it was used by the National Science Board in their 2005 report "Long-Lived Digital Data Collections: Enabling Research and Education in the 21st Century", it referred broadly to any key role in managing a digital data collection. In 1985, in a lecture given to the Chinese Academy of Sciences in Beijing, C. Stanford professor David Donoho writes that data science is not distinguished from statistics by the size of datasets or use of computing and that many graduate programs misleadingly advertise their analytics and statistics training as the essence of a data-science program. It uses techniques and theories drawn from many fields within the context of mathematics, statistics, computer science, information science, and domain knowledge.