He describes data science as an applied field growing out of traditional statistics. For example, a data analyst might analyze sales data to identify trends in customer behavior and make recommendations for marketing strategies. Davenport and DJ Patil declared "Data Scientist: The Sexiest Job of the 21st Century", a catchphrase that was picked up even by major-city newspapers like the New York Times and the Boston Globe. In 2012, technologists Thomas H. Vasant Dhar writes that statistics emphasizes quantitative data and description. 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. During the 1990s, popular terms for the process of finding patterns in datasets (which were increasingly large) included "knowledge discovery" and "data mining". The term "data science" has been traced back to 1974, when Peter Naur proposed it as an alternative name to computer science. However, the definition was still in flux. During the 1990s, popular terms for the process of finding patterns in datasets (which were increasingly large) included "knowledge discovery" and "data mining". 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. 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. The professional title of "data scientist" has been attributed to DJ Patil and Jeff Hammerbacher in 2008. They work at the intersection of mathematics, computer science, and domain expertise to solve complex problems and uncover hidden patterns in large datasets. The term "data science" has been traced back to 1974, when Peter Naur proposed it as an alternative name to computer science. In 2012, technologists Thomas H. It uses techniques and theories drawn from many fields within the context of mathematics, statistics, computer science, information science, and domain knowledge. The term "data science" has been traced back to 1974, when Peter Naur proposed it as an alternative name to computer science. In 2003, Columbia University launched The Journal of Data Science. For example, a data analyst might analyze sales data to identify trends in customer behavior and make recommendations for marketing strategies. Data science also integrates domain knowledge from the underlying application domain (e.g., natural sciences, information technology, and medicine). In 1985, in a lecture given to the Chinese Academy of Sciences in Beijing, C. "Data science" became more widely used in the next few years: in 2002, the Committee on Data for Science and Technology launched the Data Science Journal. Big data is a related marketing term.