

Qualitative vs. Quantitative Data: Who Uses Which?

We ran a deep dive into how digital experience teams work.

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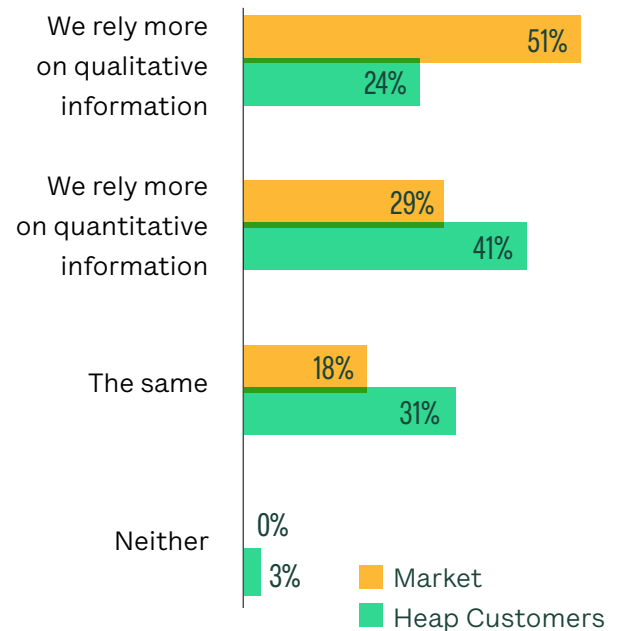
Both qualitative and quantitative data are critical tools for any good digital experience team. But what's the difference—and do teams prefer one over the other?

Quantitative data gives you numerical information about what groups of users do. It includes things like [product analytics](#), conversion rates, sales data, and A/B test results.

Qualitative data captures the subjective experience of individual users. It includes things like customer interviews [session replays](#), and [heatmaps](#).

What we found: most teams rely on qualitative data. Heap customers use a mix.

In general, does your team rely more on qualitative or quantitative information to measure success and create product or website roadmaps?



The takeaway: qualitative data can be useful—but there are limits.

In general, we suggest using quantitative data to identify key problem areas - or areas of opportunity - and then using qualitative data to figure out what the improvements should be.

To learn more, we asked what kind of data teams use when making product decisions.

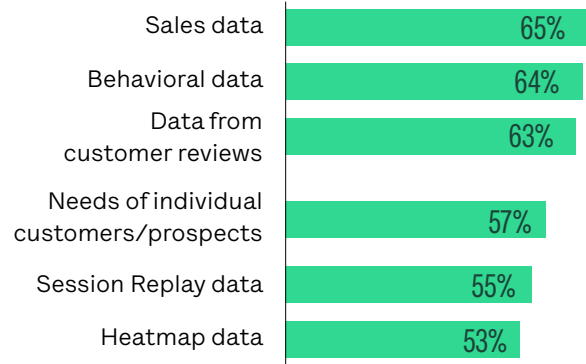
Learnings: it’s great that most teams value multiple varieties of data, and most teams weigh sales data, behavioral data, and customer review data equally.

Sales and customer data forces teams to consider revenue when planning a roadmap. But this can also encourage short-term thinking.

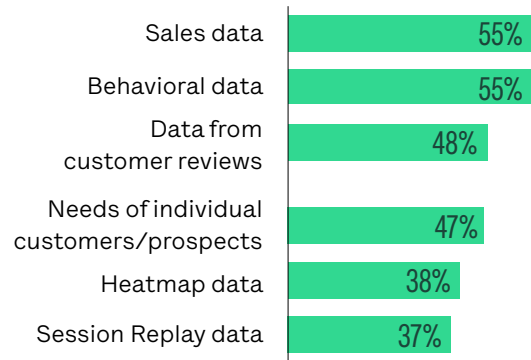
Behavioral data gives clear insights and can identify issues you may not have noticed and track their impact. But it can overlook emotional context.

Note that while behavioral (quant) data is #2, “customer reviews,” “session replays,” “heatmaps” and even “needs of individuals” are close behind—and they all count as *qualitative* data.

WHAT KIND OF DATA DO YOU USE TO MAKE PRODUCT DECISIONS?



OF THESE, WHICH ARE YOUR TOP 3 PRIORITIES CURRENTLY?



INSIGHT

Be careful of a bias towards “needs of individual customers or prospects.” Significantly more than half of the respondents are building this way—and once you’ve found some product-market fit, it’s not an ideal way to develop products.

The ideal scenario: match the blend of data to the phase of your products and features. Combining these two methods—in the right amounts—gives the most complete picture!



Interested in more insights like this?

We ran a deep dive into how teams use data, what metrics they employ, what tools they use, what processes are most important, and where they see problems. And all this information is available to you! Get your copy of [Data Decoded: The Heap Digital Insights Report 2023](#).