Quantitative data is objective and comprised of numerical, measurable data. Qualitative information is subjective and needs to be interpreted based on observation. How you can use both of these data sets to your advantage in a real job in the real world is very important to an Analyst. To me, Quantitative data are objective, numerical and measurable. They rely on mathematical and statistical methods and can be used to solve business problems or to measure long-term trends. With these skills, I can understand and interpret data and find related to statistical analysis and other business strategy and management areas. Whiles qualitative data analysis is subjective, concentrates on in-depth, and is harder to assess or measure accurately. It focuses on compiling and interpreting information to conclude, analyze critical thinking, or design more effective business systems.