Qualitative data is non-statistical and is typically unstructured or semi-structured in nature. These kinds of data can be used to ask "why?" questions. Qualitative data can be generated through texts, documents, audio, video etc. For Example, "It's color is blue", "Is this made of wood", "it smells like oil"

Quantitative data is statistical and is typically structured in nature that means it is more rigid and defined. These kinds of data are measured using numbers and values. It can be used to ask "how much" or "how many" questions. Quantitative data can be generated through, tests, experiments, surveys etc. For Example, "It is 3 meter tall", "It cots $45", "It is 5 years old".