

Bridging data & insights: unlocking customer journeys with qualitative & quantitative data

Are you using data wisely?

In a world overflowing with data, the challenge isn't just collecting it—it's making sense of it. Numbers reveal trends, but without context, they lack meaning. Stories provide depth, but without metrics, they don't show the full impact. By combining both, you can uncover a complete picture of your customer journeys for more impactful decision-making.

Understanding the basics: qualitative vs. quantitative

◆ Qualitative data:

Rich, descriptive insights (e.g., interviews, open-ended surveys, customer feedback). Provides context and depth.

◆ Quantitative data:

Measurable, statistical information (e.g., usage metrics, multiple-choice survey results). Identifies trends and scale.strategy.

Why combine both?

Quantitative data tells you **what** happened—like the fact that 80% of attendees at a product launch purchased the product—but it doesn't explain **why** it was so successful. That's where qualitative data comes in. By gathering insights from attendee feedback, interviews, and observations, you uncover the key factors behind the numbers: interactive demos that built confidence in the product, a welcoming venue that encouraged engagement, and personalized invitations that made guests feel valued. Together, qualitative and quantitative data provide **a complete picture**, ensuring you understand both the impact and the reasons behind it—essential for making informed, strategic decisions.



How to merge metrics with stories for maximum journey impact

1. Define your goal

Clarify what you want to learn—user behavior, hypothesis validation, or market exploration.

2. Collect your data

- ◆ **Qualitative:**
Interviews, focus groups, open-ended surveys, support tickets, observation notes.
- ◆ **Quantitative:**
Market research surveys, A/B testing, Google Analytics, usage metrics.

3. Analyze your data

- ◆ **Qualitative:**
Identify patterns and themes in customer feedback. Use **TheyDo's Journey AI** to automate analysis and extract key insights
- ◆ **Quantitative:**
Track trends using statistical methods. Visualize with **TheyDo's metric cards**.

4. Integrate your findings

- ◆ **Triangulation:**
Compare qualitative insights with quantitative data—do they validate each other?
- ◆ **Iterative Analysis:**
Refine questions and hypotheses using both data types.

5. Present your findings

- ◆ **Use visuals:**
Charts, graphs, and journey maps
- ◆ **Highlight key insights:**
 - **Factual:** Observations, direct quotes, trends
 - **Interpreted:** Customer needs, pain points, motivations

