



# Introduction to Statista

For European Business Colleges & Universities

# Statista is one of the leading statistics companies



- ▶ Statista provides **statistics and quantitative data** on over 80,000 topics and areas of interest categorized into 20 market sectors
- ▶ The Statista team includes **over 150 employees**: researchers, database experts, statisticians, technical journalists and graphic specialists
- ▶ Our clients include all of the "**Big Four**" consultancy firms, as well as companies such as **Google, Vodafone, Ogilvy, and major financial institutions**. This means students can now use the same tools for study, as they will with prospective employers.
- ▶ **Over 3 million users** visit [www.statista.com](https://www.statista.com) every month
- ▶ Our headquarter is located in **Hamburg, Germany** with representatives for the US market based in **New York City**
- ▶ Statista cooperates with media partners such as **Forbes, The Guardian, Mashable** and **Business Insider**

# Recognition and Accolades

Statista was recently named by Library Journal as "Best Statistics Database 2014"



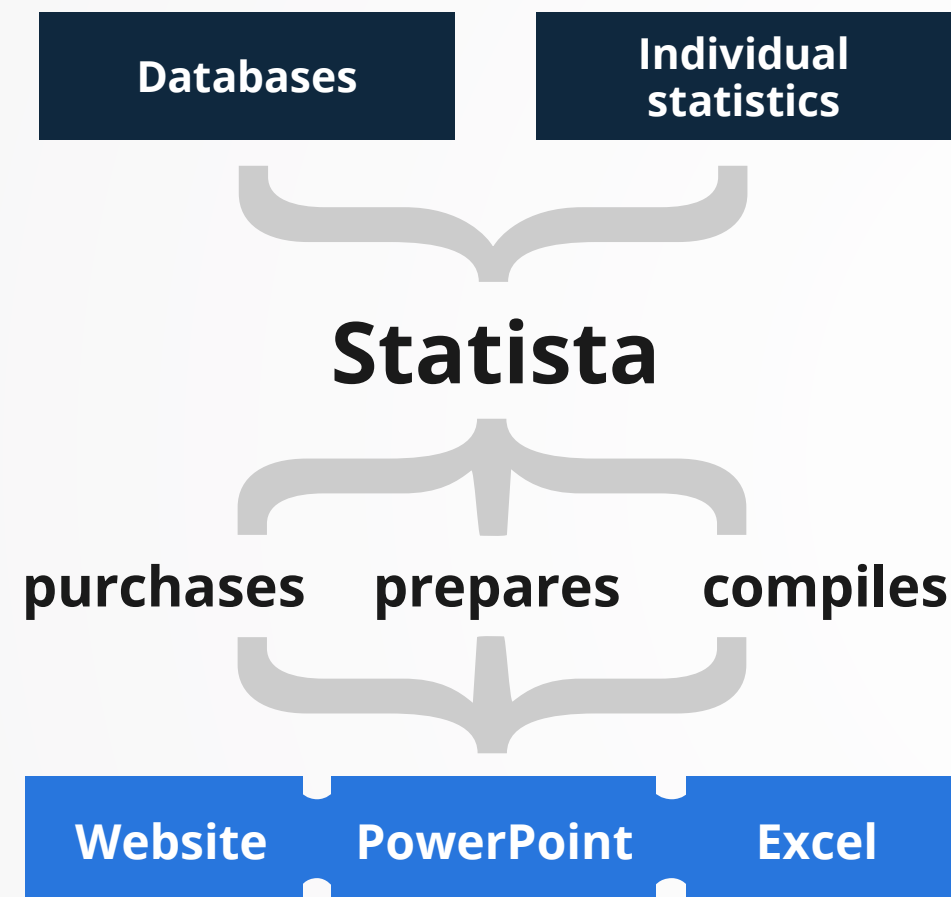
“Offering a "mind-bending array" of statistics that are "international in scope", according to Lura Sanborn of St. Paul's School, Concord, NH, **there really is nothing else out there like Statista.** Users can find information on everything from the music industry to gun control to worldwide poverty rates. Sanborn goes on to point out that Statista's "color infographics "speak" to our patrons more than the black-and-white charts we are accustomed to.

Many of the statistics are easily downloadable with the creation of an account, which is free to patrons at subscribing libraries. Statista also offers individual and corporate subscriptions. Corporate users have access to "dossiers", highly detailed multipage statistical reports. Searching Statista is intuitive and straightforward, says Sanborn; most users will find it no different from searching Google. Lastly, she says, the database makes statistics fun, and how often do we get a chance to say that?

- ▶ Adding to a growing list of accolades, this reflects the reasons we are a trusted resource for more than 500 academic institutions worldwide.

# How does Statista aggregate data?

From over 18,000 high quality sources



**Statista creates transparency and removes existing inefficiencies:**

Until now, most statistics were inaccessible, untraceable, not detailed enough and not meant to be used individually.

# What kind of data does Statista aggregate?

**Market and  
Consumer Data**

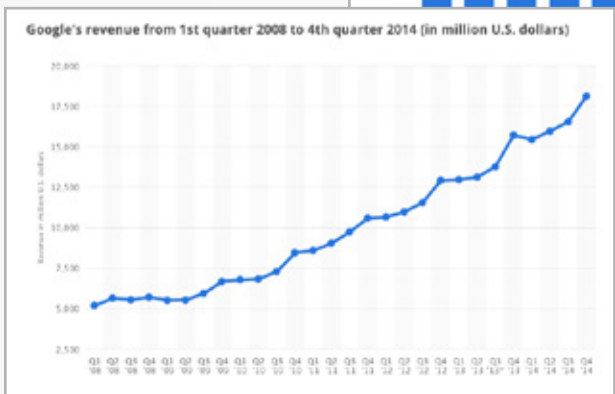


**Categorized into  
20 Market Sectors**



**From 18,000  
Sources**

Market  
Forecast



Company  
Revenue

Consumer Behavior  
& Interests

**What do you  
think of...?**



Media &  
Advertising

Technology &  
Telecommunication



International

Society



National Readership Survey  
**ComScore** ONS

Bed & Breakfast Association

Kantar Media

**Nielsen**

**Ofcom**

**IDC**

IGD **RMI**

**Defra**

**Populus**

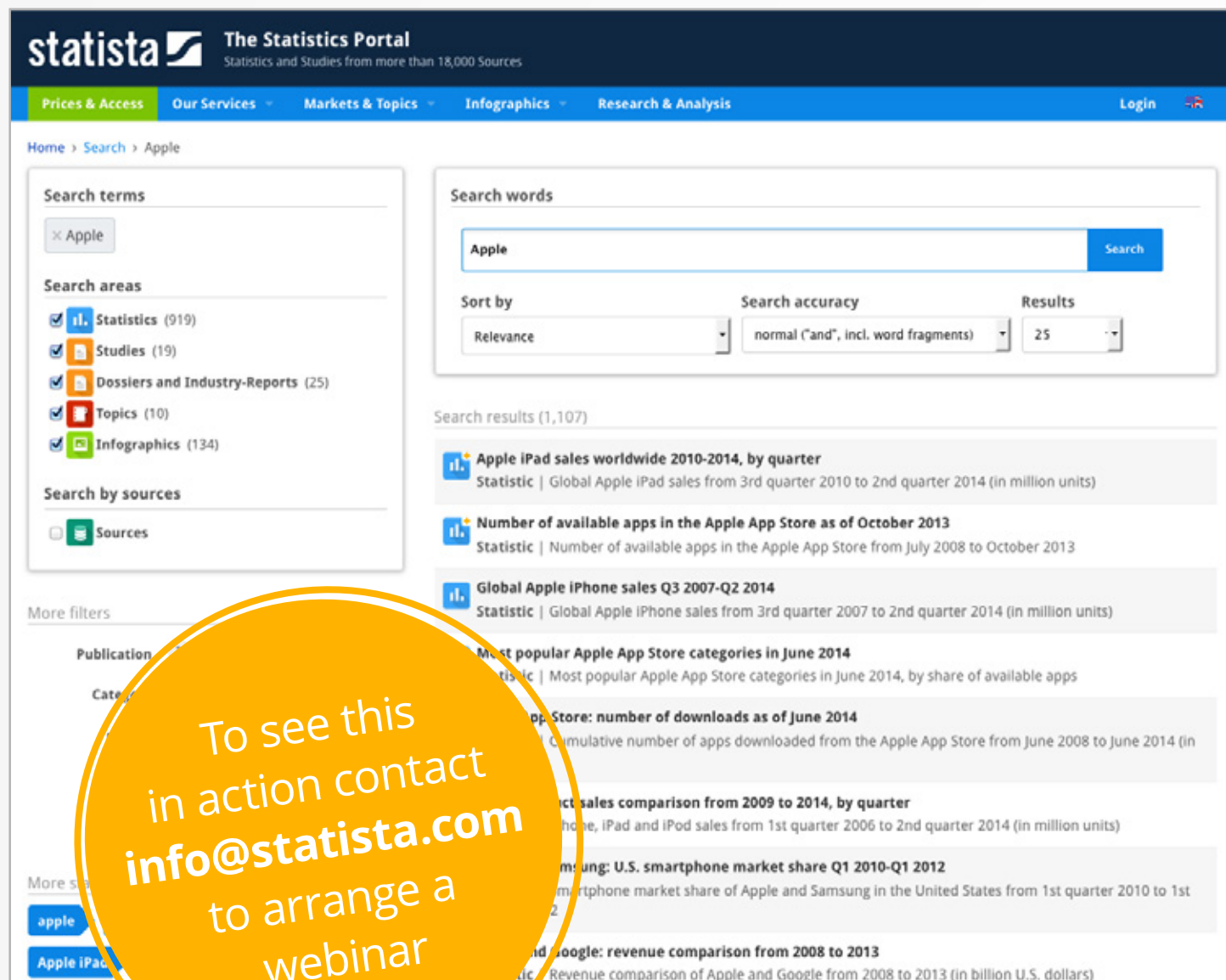
Lloyds Banking Group

CAA **Statista**

Association of British Insurers

European Telecommunications Network Operators' Association

# Statista is your comprehensive source for data



## The benefits of Statista

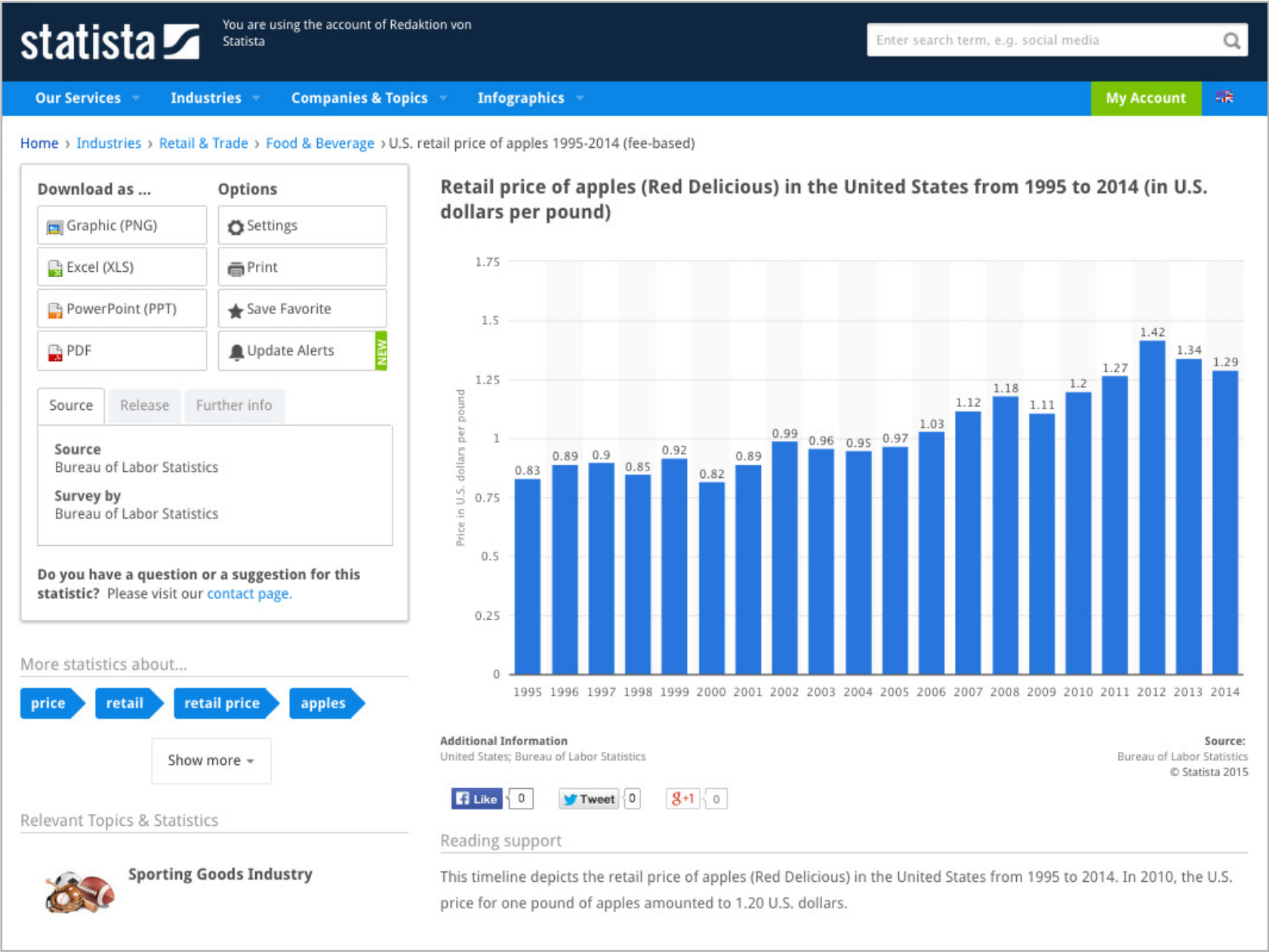
- More than **1 million statistics and facts** from over **18,000 different sources** on over **80,000 topics and areas of interest**
- Focus of the international database on Europe, United States and China
- Quick and convenient access through intuitive search and filter functions with **100,000 keywords**
- Intelligent suggested search terms, to aid the discovery of new information
- **Direct download** of all data in PPT, XLS, PDF and PNG format
- Full publication rights to all statistics

# Statista presents statistics comprehensively

Example: View of the statistics on the website

1

All tools  
easily accessible



2

Clear & concise  
presentation

3

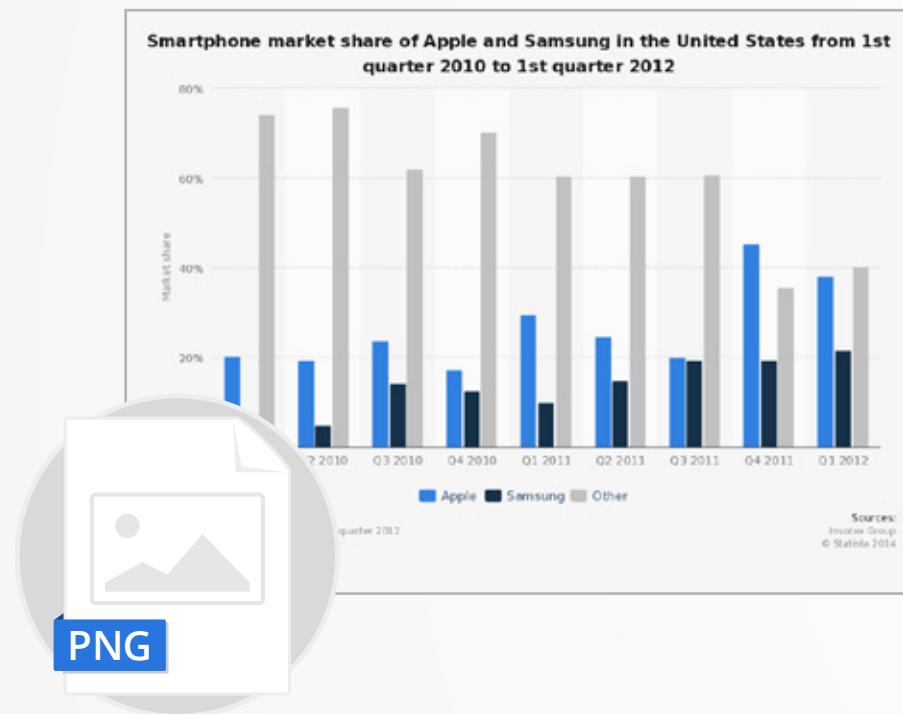
A summary puts  
the statistics into  
context

Access to over a million facts & figures via Statista.com

# 1 All tools are easily accessible

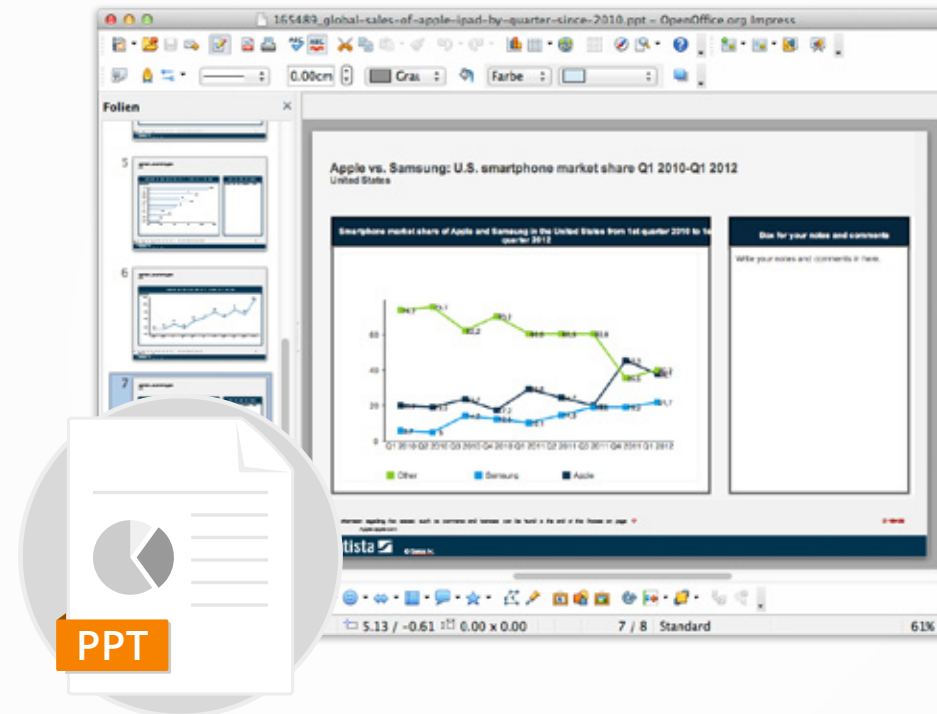
Recognising the importance of versatility in the digital age, all content is instantly available in a variety of formats.

## PNG image



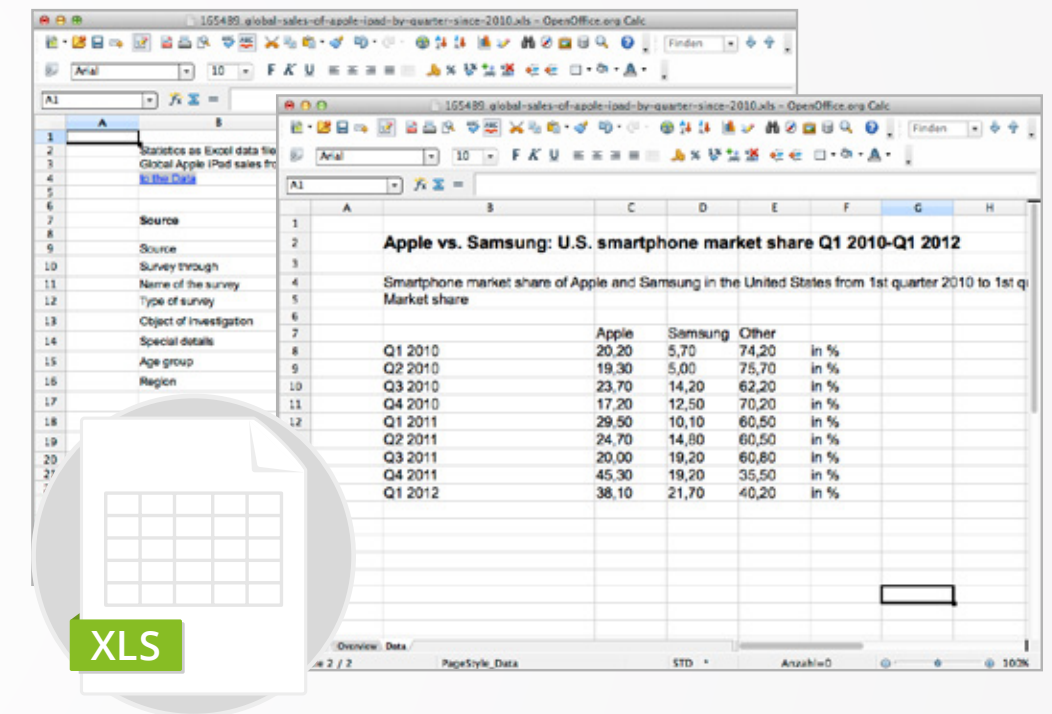
For direct integration into documents, reports or websites

## PPT file



For immediate use in presentations – choose from six alternative formats

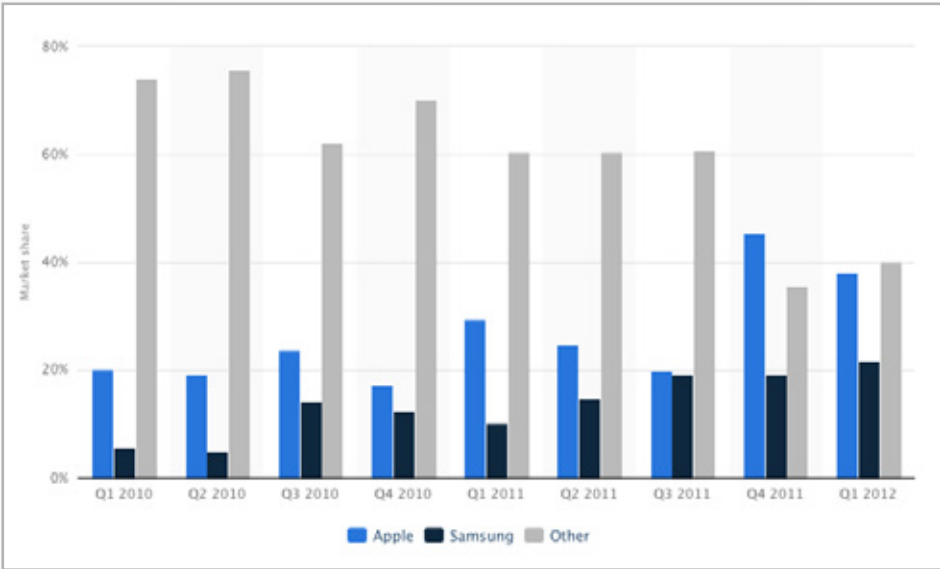
## Excel sheet



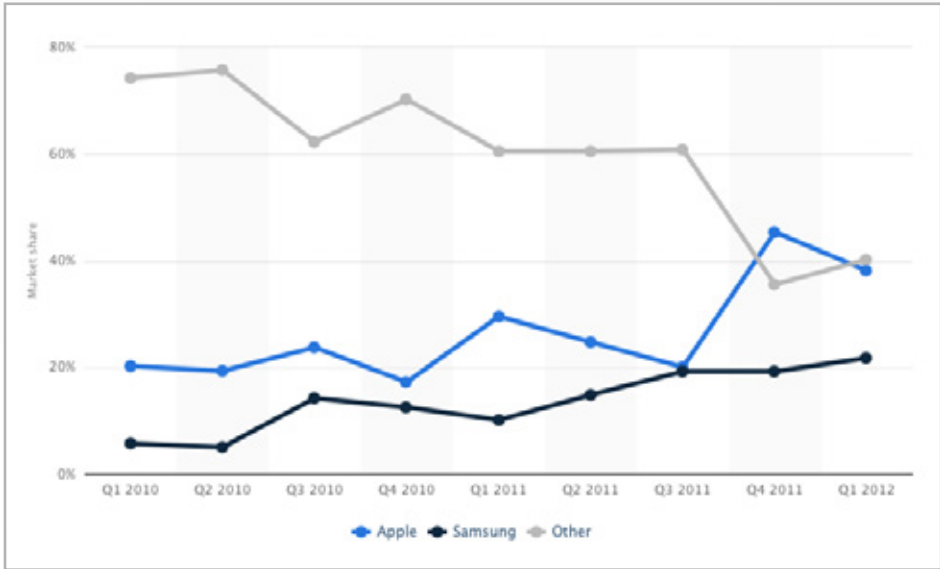
For further processing or analysis – optimized for integration into larger business models (structure, labelling, etc.)

2 Versatile presentation

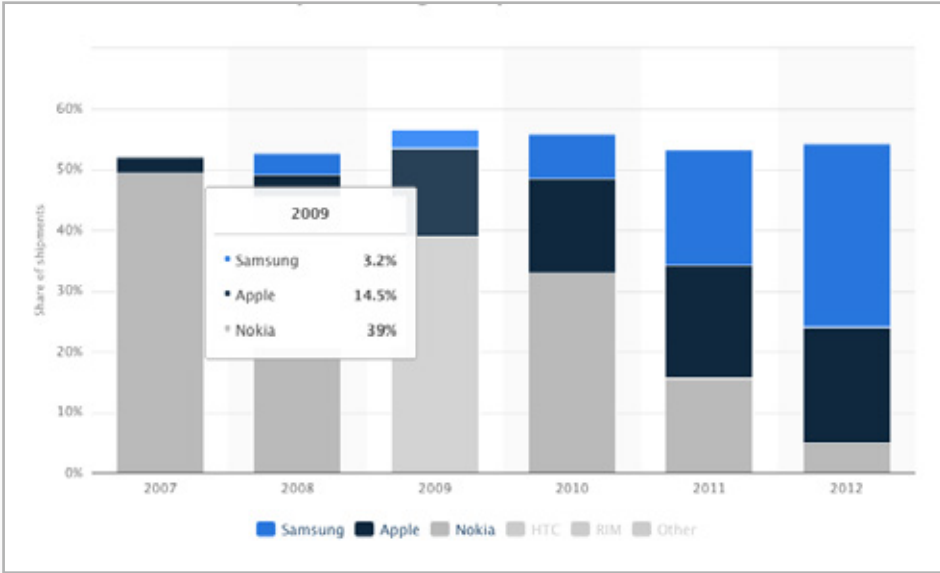
Bar chart



Line



Stack



Table

Category	
Games	62
Books	54
Music	50
Shopping	45
News and headlines	45
VIP and entertainment news	44
Locations and navigation	42
Movie schedules, ticket purchases	41
Magazines	41
Banking	39
Financial updates	39

### 3 A summary puts the statistics into context

#### Reading support

This statistic shows the UK Brent crude oil price fluctuation since 1976 as a time series. In 1980, the average price of UK Brent crude oil was at 36.8 U.S. dollars per barrel. Brent is the world's leading price benchmark for Atlantic basin crude oils. The price of crude oil is closely observed as it influences costs across all stages of the production process and consequently alters the price of consumer goods as well.

A short explanation of the data shown on the graph, including one sample datapoint, gives the reader the necessary context to understand the information.

Additional background information, e.g. explanation of technical terms is also provided.

Download as ...

Graphic (PNG)

Excel (XLS)

PowerPoint (PPT)

PDF

Options

Settings

Print

Save Favorite

Update Alerts NEW

Source

Release

Further info

Source

OPEC; IEA

Survey by

OPEC; IEA

Citation (FAQ)

Harvard

MWV. UK Brent crude oil price changes from 1976 to 2015 (annual averages in U.S. dollars per barrel). Statista. Accessed 02 March, 2015. Available from <http://www.statista.com/statistics/262860/uk-brent-crude-oil-price-changes-since-1976/>.

#### Survey details, e.g.

- ▶ Research institute
- ▶ Survey time
- ▶ Region

#### Publication details, e.g.

- ▶ Publisher
- ▶ Source link with online publication
- ▶ Publication date

#### Additional features

- ▶ Search tags and top tags
- ▶ Market and sector relevance
- ▶ Explanatory notes on:
  - Special features
  - Details on the source
  - Further useful information

# Statista dossiers provide quick access to a specific topic



- The most important 30-50 statistics on a subject compiled to a single PPT document by our research experts
- Clear segmentation into chapters for easier overview
- Editable PPT slides with one graph per page for direct integration into presentations
- All content is accompanied by source information, including a link to the online version of a publication

# Academic users also receive access to the Statista studies and source database

## Studies database



Fast access to approx. 20,000 studies and reports from third parties as well as all Statista dossiers and Industry Reports

## Source database



Additional information on sources sorted by topic

# How do academic institutions connect?

More than 500 universities and business schools connect to Statista using the Campus License. Designed with teaching and learning in mind, a Campus License makes it easy for all students and staff to access the database and make full use of the content.

## IP range

### How it works

- ▶ Clearing of IP address for the entire campus, or a dedicated user group
- ▶ No additional login required
- ▶ Full support for Shibboleth, EZ Proxy, and other remote access solutions

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### Details

- ▶ Access all areas: Full use of the Platform
- ▶ Access to Statista terminates upon graduation or departure from academic institution
- ▶ Flat fee; no risk of incurring excess usage charges

# An experienced and trusted resource

More than 500 academic institutions trust in our services, including:

## Customers

Yale



**HARVARD**  
BUSINESS SCHOOL



Stanford University

## Consortia



**For further information please contact...**



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