

# STATISTA PLATFORM OVERVIEW

# Data for all needs

There are basically two types of data that Statista offers

## Best for **specific data research questions**

- Statistics section
- Forecast section
- Survey section
- Toplists
- Consumer surveys

## Best for **broad data research questions**

- Dossiers
- Outlook reports
- Industry & country reports
- External studies
- Consumer & Digital Market Outlook

# The Statista portal comprises four platforms

The German, English, French and Spanish platform

## Focus of the German platform:

- 🇩🇪 Germany
- 🇦🇹 Austria
- 🇨🇭 Switzerland

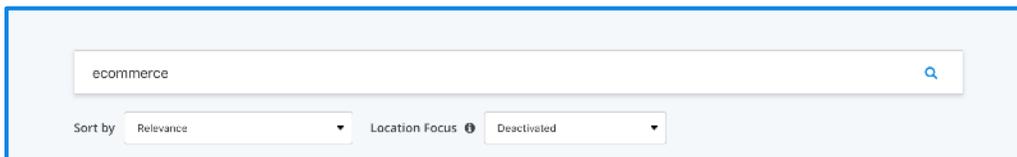
## Focus of the English platform:

- 🌐 International markets
- 🇪🇺 Europe
- 🇺🇸 USA
- 🇦🇸 Asia

# Tips for better search results

There are various functions for narrowing your search

Watch the  
tutorial  
video



**Quick filters**

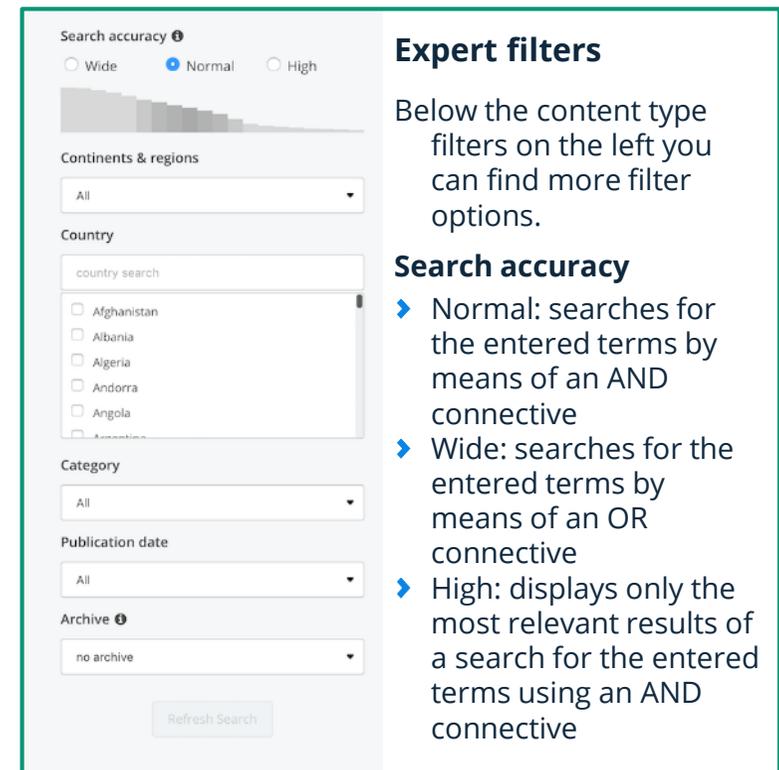
Directly below the search field, in the advanced search section, you can set further preferences regarding sorting, search accuracy and location focus.

**Sorting**

- ▶ Relevance: displays the most relevant content first
- ▶ Date of publication: shows the most recently published content first.
- ▶ Popularity: shows the most frequently viewed content first.

**Location focus**

When activated, content from your region ranks higher in your search results.



**Expert filters**

Below the content type filters on the left you can find more filter options.

**Search accuracy**

- ▶ Normal: searches for the entered terms by means of an AND connective
- ▶ Wide: searches for the entered terms by means of an OR connective
- ▶ High: displays only the most relevant results of a search for the entered terms using an AND connective

# Tips for better search results

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## Search operators

In addition, you can use Boolean operators. All available operators are also displayed above the search suggestions as you enter a search term.

### Phrase search using ""

Put the search term in quotation marks to search for the exact phrase.

"eCommerce Germany"



→ to search for this exact phrase

### Excluding terms from the search using !

Put an exclamation mark before a search term to exclude it from the search. The exclamation mark cannot be put before the first term.

!eCommerce Germany



→ "eCommerce" will be excluded

eCommerce !Germany



→ "Germany" will not be excluded from your search

### Wildcard search using \*

Put an asterisk before or after a search term to search for content which includes this term.

\*ball



→ to search for content which includes the word "ball" (e.g. football, basketball tennis ball, etc.)

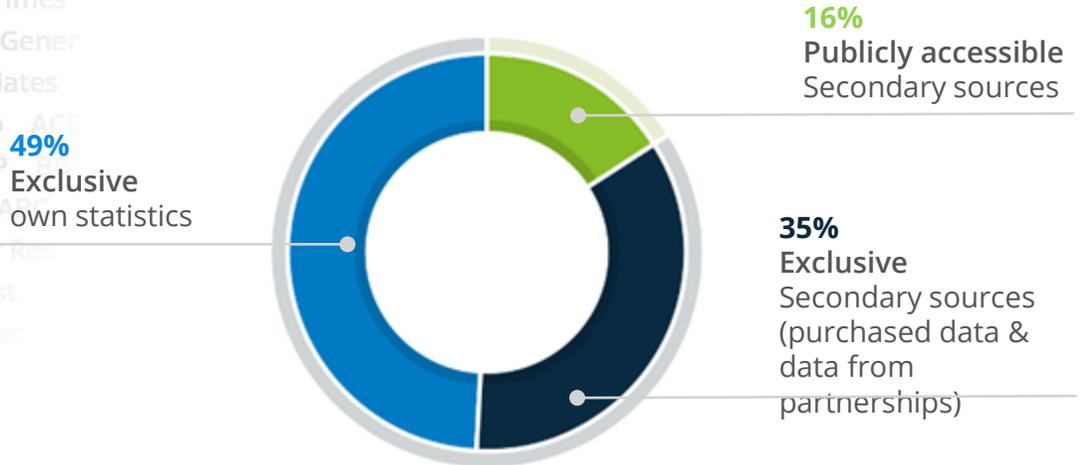
Please note the following when using Boolean operators:  
Spaces are by default interpreted as AND connectives. You can change this via the Search accuracy selection menu.  
&, +, |, AND and OR do not function as search operators

# Our sources

Statista aggregates its data from more than 22,500 different sources

In addition to the surveys that it conducts itself, Statista gathers data from secondary sources, focusing on quantitative facts. Statista then makes this data available quickly and conveniently.

## Where our data comes from:



# The different Statista content types

## Statistics



### Statistics

The heart of our product: **over one million statistics** from four databases: German, English, French and Spanish.\*

Data on 80,000 topics and 170 industries from 22,500 sources.

Our **Premium Statistics** (approx. 93% of all statistic), are available exclusively to Premium, Corporate and Enterprise Account users.

Available to **download in XLS, PNG, PPT and PDF** format.



### Forecasts & surveys

**With our 5-year market forecasts** our experts offer you relevant data on market trends of about 400 industries in around 40 countries.

Based on historic data and a detailed market model the future market size is calculated.

### Exclusive surveys among consumers and experts

Statista's Consumer and Business Insights team conducts exclusive quantitative online and telephone surveys. The collected primary data is published in the form of statistics and as parts of studies and dossiers.



### Infographics

Our infographics **visualize hot topics and issues**. Every day our data journalists publish several graphics about different topics such as Media, Society, Politics, Economy or Technology.

For more information, please visit <https://www.statista.com/chartoftheday/>.



### Topic pages

With our topic pages we provide you with an **initial comprehensive overview of all content** that we offer on a certain topic.

Along with a short synopsis, these pages link to relevant dossiers and forecasts as well as the latest and most popular statistics on the chosen topic.

# The different Statista content types

## Studies & reports



### Dossiers

**All relevant statistics on a certain topic in one document.**

Dossiers focus on topics that our users access particularly often. They help you quickly and thoroughly familiarize yourself with a new topic.

All dossiers incl. detailed references are available to **download in PowerPoint and PDF** format.

They are regularly updated by research experts and new statistics are continually added.



### Statista studies

**Outlook reports** provide background information, trends, and forecasts for the future development of several digital and consumer goods markets.

**Surveys** include the complete tables for the exclusive consumer and expert surveys conducted by Statista's Consumer and Business Insights team in Excel format.

**Toplists** include all top companies in a given industry or region based on revenue. They provide contact information and the most important corporate key figures.



### Industry & country reports

**Industry reports** consolidate the most important information on industries, presenting important and insightful data about the status quo and the trends of the industry including forecasts up to 2021 including high-quality diagrams and tables which give a quick overview of the industry's current situation.

**Country reports** give insights into the major country trends in order to assess the risks and opportunities relevant for international business. They cover economic conditions, public finances, labor force, consumption, social development, etc., and include statistics, forecasts, survey results and analyses.



### External studies

**32,000 external studies**, which provide a detailed insight into the general context of a specific topic.

These include studies from market researchers, organizations, companies and public institutions across more than 170 industry sectors.

# The different Statista content types

## Expert tools



### Digital Market Outlook

The Digital Market Outlook provides regularly updated **5-year forecasts on revenue, users and relevant market indicators for 8 digital core markets** covering over 50 countries and regions.

In total, the tool covers 92 segments and offers **30,000 interactive statistics**, which are available to download in PNG and XLS format.

All **comparable key figures** are based on extensive analyses of relevant indicators from the areas of society, economy, and technology.

[Watch the tutorial video](#)



### Consumer Market Outlook

The Consumer Market Outlook portrays the **17 major consumer goods markets worldwide** and more than 200 product categories.

It provides historic data and **4-year forecasts on the most relevant KPIs of each market** including market value and market size.

The forecasts are modeled using industry-specific data as well as general indicators like gross domestic product and import/export volumes of goods.

[Watch the tutorial video](#)



### Mobility Market Outlook

The Mobility Market Outlook provides an overview of **12 passenger car classes from over 80 manufacturers in 27 countries as well as connected cars in three categories and 50 countries.**

Interactive statistics provide in-depth **analyses by brand, car class, and country** as well as intuitive access to the most important key figures. The available information includes **revenue, volume sales, price per unit, and market indicators.**

The tool offers both **historical data and forecasts up to 2021.**

# The different Statista content types

## Expert tools



### Company database

The international **company database** includes 6,000 companies and provides information about a given company's headquarters, revenue, growth and employee numbers.



### Sources database

Statista's **sources database** contains background information on all 22,500 sources. Includes all market research institutes, organizations, companies and governmental institutions that act as the basis of the Statista portal.



### Publication Finder

The Publication Finder lets users **swiftly discover publications** on their research topic by letting them search over **1 million studies, reports and other documents** in German or English.

All search results can be filtered by, for instance, date of publication, number of pages, industry or document type.

# Favorites function

Watch the tutorial video

Statista lets you save statistics and forecasts as favorites so you can easily locate them later

## Bookmark statistic as a favorite

Click the star button on a given statistic page.

The star will turn yellow once the statistic has been added. In addition, a green check mark will appear next to the Favorites folder in the context menu. Click the button or the Favorites folder again to remove the statistic.

The screenshot shows the Statista website interface. At the top, there is a search bar and navigation tabs for Statistics, Reports, Consumer Markets, Digital Markets, Global Survey, Infographics, and Services. The main content area displays a bar chart titled "Number of monthly active Facebook users worldwide as of 4th quarter 2017 (in millions)". The chart shows a steady increase from 2008 to 2017, with a green checkmark next to the star icon in the top right corner of the chart area, indicating it is a favorite. Below the chart, there are sections for "DESCRIPTION", "SOURCE", and "MORE INFORMATION". A context menu is open over the chart, showing options: "Add to ...", "Favorites (0)", and "Manage Favorites". The "Favorites (0)" option has a green checkmark next to it. The description text reads: "This statistic shows a timeline with the worldwide number of monthly active Facebook users from 2008 to 2017. As of the fourth quarter of 2017, Facebook had 2.2 billion monthly active users. In the third quarter of 2012, the number of active Facebook users had surpassed 1 billion, making it the first social network ever to do so. Active users are those which have logged in to Facebook during the last 30 days. Furthermore, as of that quarter the social network had 1.74 billion mobile MAU. The platform is also the most popular social network worldwide." Below the description, there is a "Show more" button and a star icon.

# Favorites function

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Statista lets you save statistics and forecasts as favorites so you can easily locate them later

## How to create a collection

If you do research on several topics, Statista lets you organize Favorites into folders. A Collection in this case refers to the superordinate level. Each Collection can contain multiple Chapters.

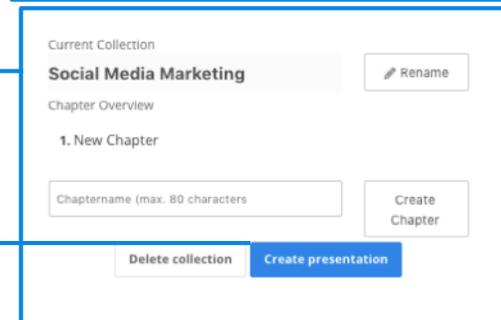
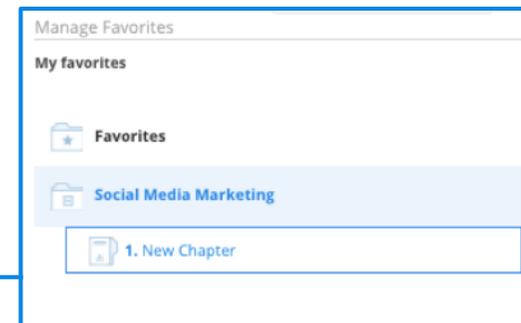
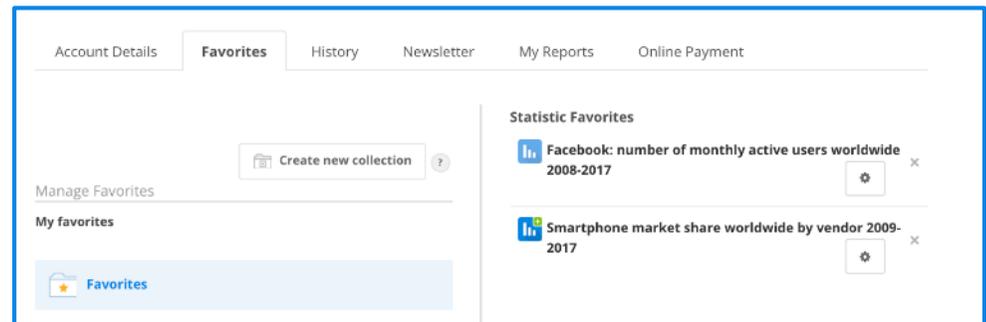
1. Click on the Create new collection button in your account's Favorites section.

2. A dialog box will then appear, into which you can enter the name of your new collection. Confirm by clicking OK.

3. The Collection will then be created and selected. A Chapter will directly be created for you to structure your research.

4. On the right hand side of the page you can see the contents of the Collection.

5. Create your own presentation from bookmarked statistics by clicking on "Create presentation".



# Can't find what you are looking for?

There are two ways we can help you

## Submit a Research Service request

- 80 % succes rate - 1-2 business days -

Our team of researchers will dive through our 22,500 sources to create new statistics or locate reliable third party information.

Additionally, all of your requests will be forwarded to your dedicated Customer Service Manager to ensure they are kept in the loop of your research needs.

Submit your Research Service request via email to:

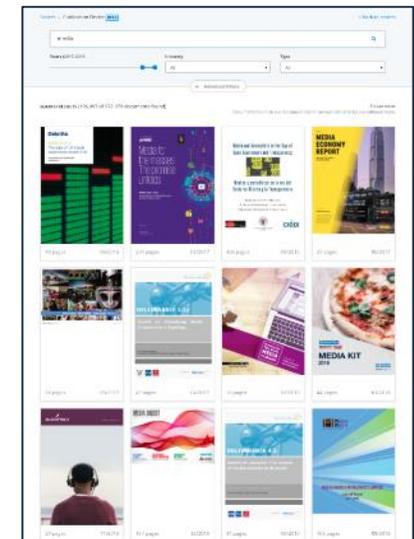
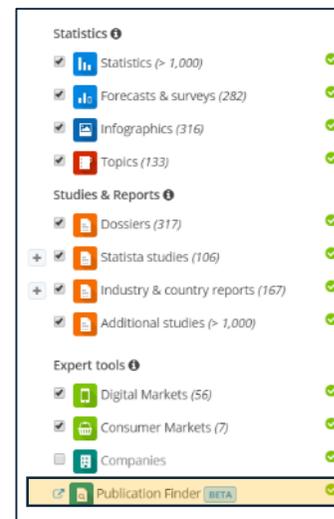
[eu.support@statista.com](mailto:eu.support@statista.com)

Watch the tutorial video

## Use our Publication Finder

You can access it by clicking on Publication Finder on the content type section of the search window.

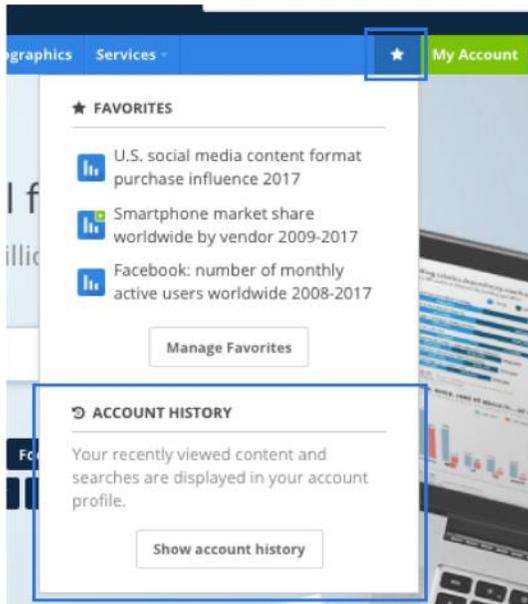
- quickly and easily find publications about your research topic
- Search over 1 million studies, reports and other documents in German or English.
- Filters help you narrow the results of your search.



# Account and search history

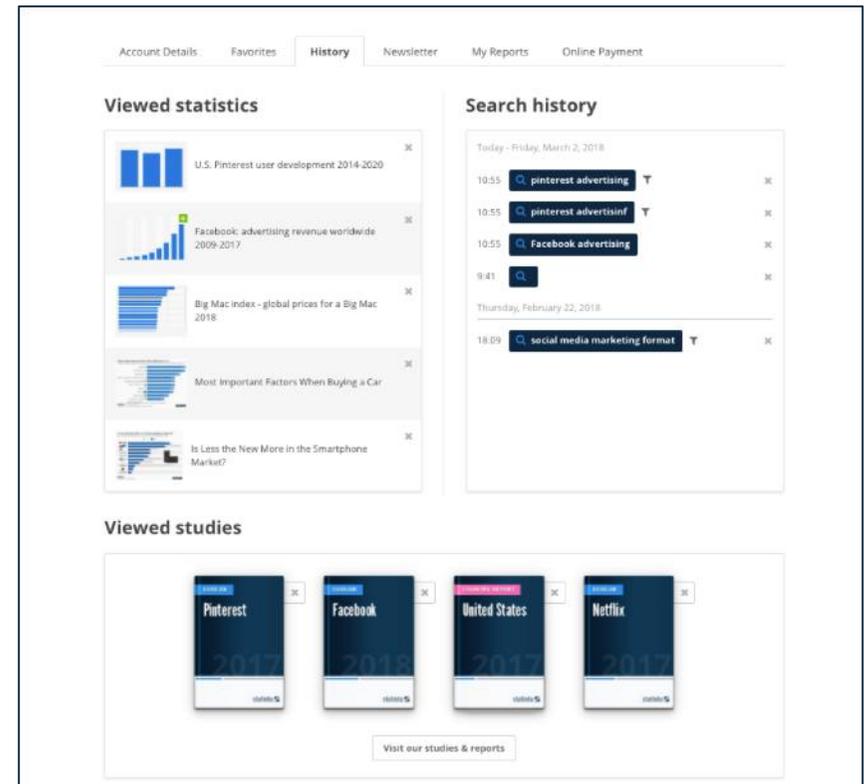
How to access your account and search history

Another personalized function that we offer our Corporate and Enterprise customers is the option to display and use the account and search history. This lets our customers directly access recently viewed content without having to search for it once again. Recent searches, including all set filters, can be rerun by means of the search history.



## Access your account and search history via the My Account dropdown menu:

After you have logged in, hover over My Account on the navigation bar and then select Account History.



# Your Customer Relations Team

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