

# STATISTA GUIDE



# ABOUT STATISTA

# Statista

The company



## 2007

Statista was founded in  
Hamburg



Locations

## NY

## HH

New York

Hamburg

## LDN

London



## 700

employees, among them  
statisticians,  
editors and database  
experts

February 2016

**company  
taken over  
by STRÖER**

Statistics & studies  
from

## 22,500

sources

Strong focus on

**European, US,  
Asian and global  
data**

More than

## 2,000

international  
universities

## 8 million

**unique visitors**  
per month on our  
international and German  
websites

## 14,000

corporate  
customers  
worldwide

## 1.5

## million

registered users

## 80,000

## topics

on statista.com

# Company profile & key figures

From Hamburg start-up to one of the leading statistics portals worldwide



- One data portal comprising **four platforms** (German, English, French, Spanish)
- Over **1 million statistics** from **22,500 sources** covering **80,000 topics** across **600 industries** and **150+ countries**
- **Worldwide coverage** with a focus on data from Europe, North America & Asia
- **Over 2,000 international universities** have a Statista account
- Data partners include **Mashable, Business Insider, Forbes** etc.

# How do people use Statista?

## Students

- can easily find data for term papers, presentation or thesis

## Libraries

- Offer their users an attractive research tool

## Professors and academic researchers

- Use Statista for research and teaching purposes

## Companies use it for

- new business pitches,
- strategic research and planning,
- content creation,
- consumer behavior insights,
- identifying market & industry trends,
- market sizing,
- understanding the competitive landscape,
- presentations/materials (various download formats)





# The Statista Campus License

Focus on what is essential



## **All statistics**

Access both Basic and Premium Statistics on 80,000 topics and 600 industries



## **All download formats**

Access to all download functions including PPT, XLS, PNG and PDF format



## **All background information**

Access to extensive background information about any statistic's source.



## **All publication rights**

Ensuring quality with expertise, knowledge and multi-level monitoring



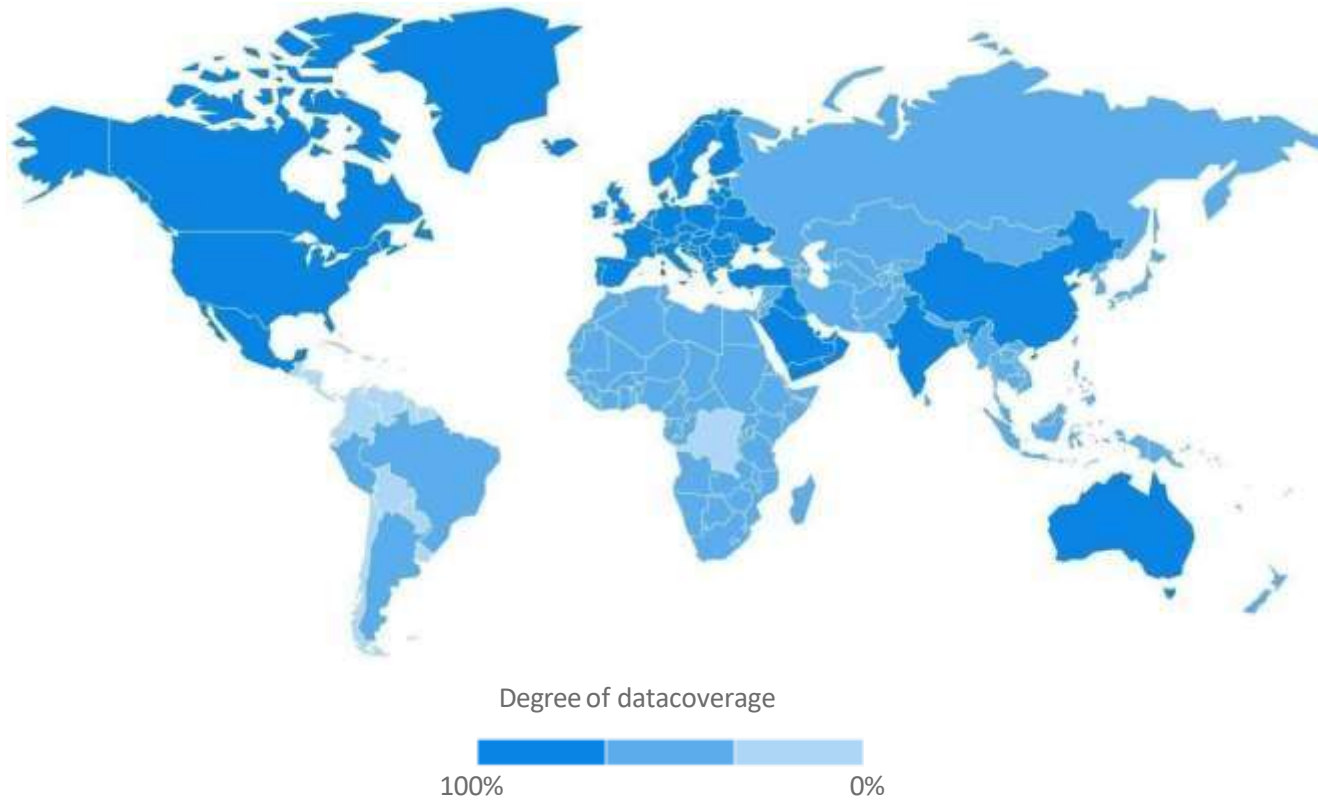
## **Powerful expert tools**

Full access to the Digital Market Outlook, Consumer Market Outlook, company & sources databases and Publication Finder



# Geographic coverage

Statista knows no boundaries when it comes to data

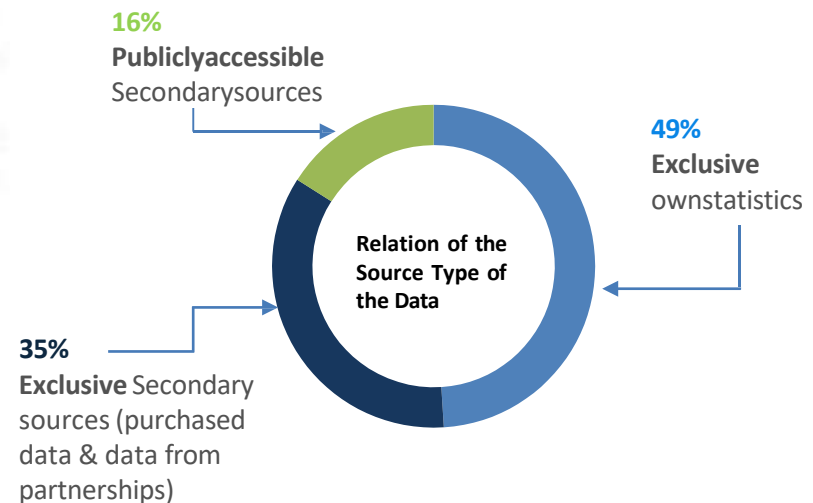


# Our sources

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:





# CAMPUS LICENSE

## How to Access?



Access via IP address:

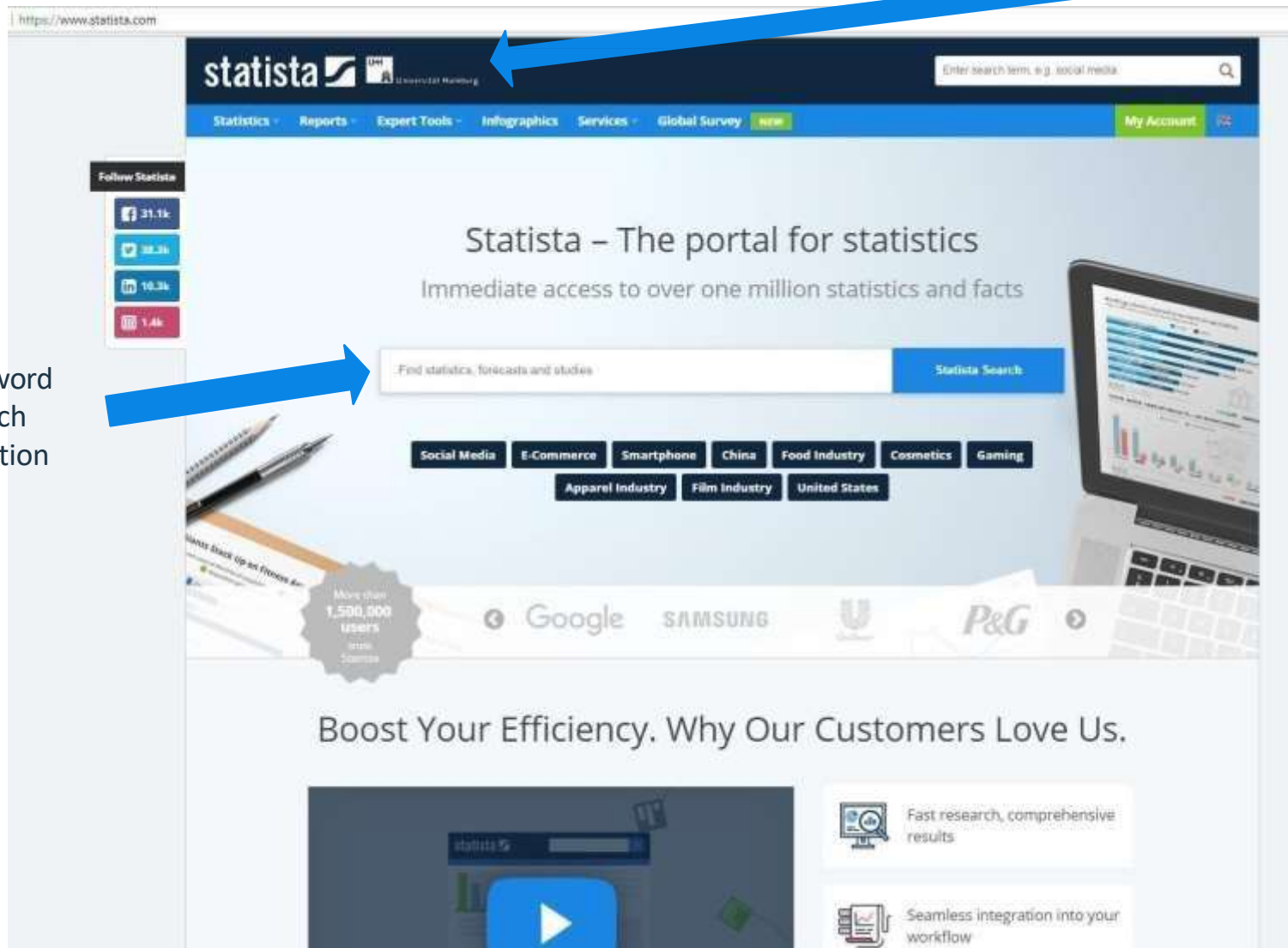
Entire Campus has full access to Statista – fast and comfortable without the need to log in!



# HOME PAGE– [www.statista.com](https://www.statista.com)

Direct access via IP address

Keyword search function



Statista facilitates the search process through the **use of keywords**, allowing users to quickly and efficiently locate information.

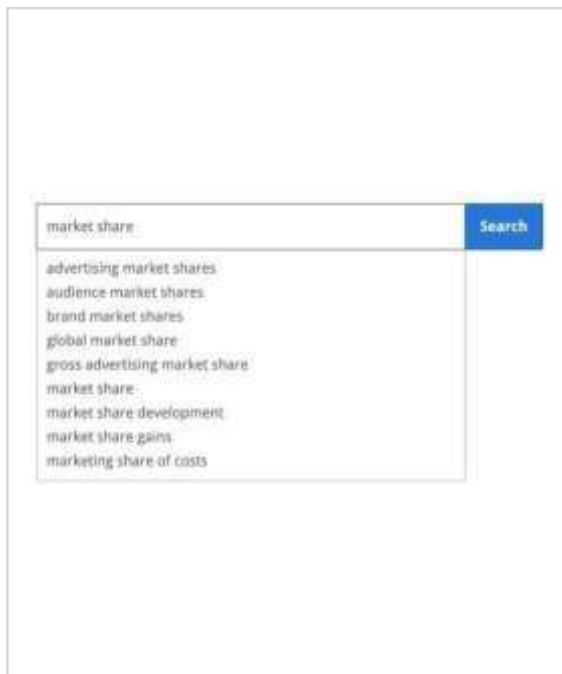
Users are offered incremental search suggestions, if a search entry starts with a related keyword.

# Three steps that will revolutionize any workflow

Statista's proven one-fits-all solution

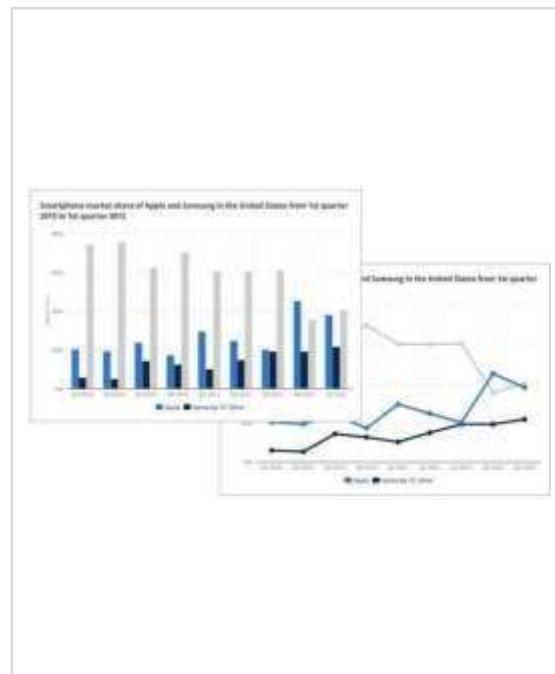
## 1 – Search

Enter your search term.



## 2 – Select

Select a statistic and have it displayed as a chart.






## 3



## – Download

Download the data and directly embed it into your project.



statista  Du bist eingeloggt über den Account der Statista GmbH

Statistics - Reports - Expert Tools - Infographics - Services - Global Survey **NEW**  [My Account](#) 

Search term   

Quick Filters Sort by Relevance Location Focus Deactivated

**Statistics**

- ☒ Statistics (665)
- ☒ Forecasts & surveys (0)
- ☒ Infographics (9)
- ☒ Topics (6)









**Studies & Reports**

- ☒ Dossiers (14)
- ☒ Statista studies (10)
- ☒ Industry & country reports (0)
- ☒ Additional studies (33)

**Expert tools**

- ☒ Digital Markets (112)
- ☒ Consumer Markets (0)
- ☒ Mobility Markets (0)
- ☐ Companies
- ☐ Publication Finder **BETA**

**SEARCH RESULTS (878)**

-  **Fintech**  
Statistics and facts on Fintech
-  **Fintech market in Europe**  
Statistics and facts on fintech in Europe
-  **Fintech in Europe**  
Statista dossier on financial technology (Fintech) in Europe
-  **Fintech**  
Statista dossier on Fintech
-  **FinTech | Digital Markets**  
Market forecast for FinTech worldwide through 2022  
United States United Kingdom Asia Europe worldwide SA Register
-  **Retail banking and innovative financial solutions (Fintech) awareness in the United Stat...**  
Retail banking and innovative financial solutions (Fintech) awareness in the U.S. (Statista Survey)
-  **Fintech and Insurtech in Germany**  
Statista dossier on financial technology and insurance technology in Germany
-  **DMO: FinTech personal finance transaction value in countries worldwide 2018**

Search term

Quick Filters

Categories

These results are displayed in different categories at the left hand side (s. explanation of each below).

Experts Filter

Results

# Narrow down your search

Using the filter options

The image shows a search filter interface with the following components:

- Search accuracy**: Three radio buttons labeled "Wide", "Normal" (selected), and "High". Below them is a horizontal bar chart showing a distribution of results.
- Regions**: A dropdown menu currently showing "All".
- Country**: A search box containing "country search" and a list of countries with checkboxes: Afghanistan, Albania, Algeria, Andorra, Angola, and Antigua and Barbuda.
- Industry**: A dropdown menu currently showing "All".
- Publication date**: A dropdown menu currently showing "All".
- Archive**: A dropdown menu currently showing "no archive".
- Buttons**: "Reset filters" and "Refresh Search" buttons at the bottom.

Blue arrows point from the filter labels on the right to their corresponding controls in the interface:

- Search accuracy
- Region
- Country (multiple countries can be selected)
- Industry
- Publication date (on the platform)
- Include Archive

Search accuracy

Region

Country (multiple countries can be selected)

Industry

Publication date (on the platform)

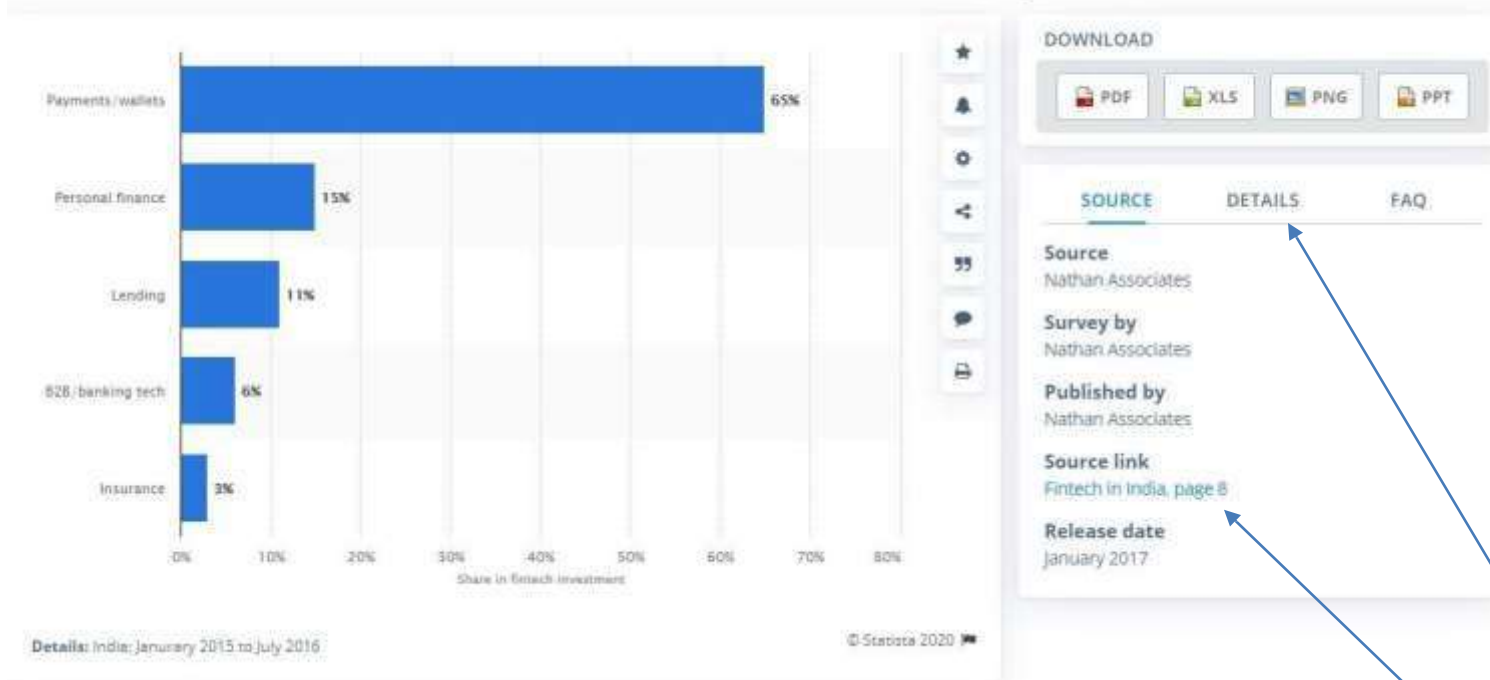
Include Archive



# Sample Statistics

Overview of the statistics page

Distribution of fintech investment in India in 2015 and 2016, by sector



← 4 Download Formats

← Automatic citations

Brief description about the statistic

Original source link

# The components of the Campus License

## Statistics



### Statistics

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

Data on 80,000 topics across 600 industries from 22,500 sources.

Our **Premium Statistics** (approx. 93% of all statistics), 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/chartsoftheday/>.



### 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 topic on the chosen topic.

\*Please note: each database includes original content, Statista does not merely translate content from one language into the other.

# The components of the Campus License

## 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 primary data tables of 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 components of the Campus License

## Expert tools



### Digital Market Outlook (DMO)

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 PDF and Excel format.

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



### Consumer Market Outlook (CMO)

Portrays the **18 major consumer goods markets (including passenger cars) 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.



### Company & sources databases

The international **company database** includes 5,500 companies and provides information about a given company's headquarters, revenue, growth and employee numbers.

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.



# Digital Market Outlook (DMO)

Identify market potentials of the digital future



- › **Forecasts, market insights, market sizes, and KPIs** for all major sectors of the **digital economy**
- › **8 core categories and 92 segments**
- › **More than 50 countries** and regions worldwide
- › **Market forecasts** up to 2022
- › Based on extensive analyses of relevant indicators from the areas of society, economy, and technology
- › **Interactive interface** allows for easy comparisons
- › **Global comparability Updated**
- › on a regular basis
- › **Available to download** in PNG and XLS format

**Development of markets of the future up to 2022**



Revenue per user



Revenue per market segment



Global comparison



Most relevant KPIs of the respective region

## Our categories



Digital Media



eCommerce



FinTech



eTravel



Digital Advertising



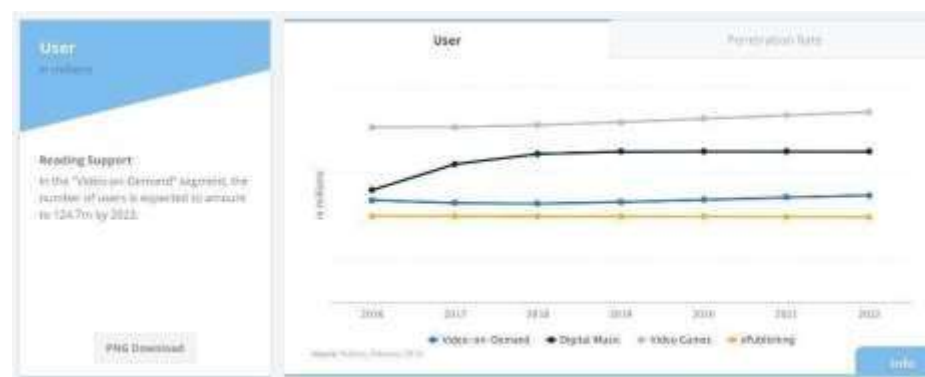
Smart Home



eServices



Connected Car



# Consumer Market Outlook (CMO)

Everything you need to know about consumer goods



- Intuitive access to **key figures** (market volume, market value, value per capita, price per unit) of the most important **international consumer markets**
- **17 key categories** of consumer goods and **12 classes of cars**  
**Market trends and forecasts 2010-2021**
- **50 countries** and regions covered
- **Clear and comprehensive market segmentation** at product level in compliance with international standards (e.g. ISIC, HS)
- **Interactive interface** allows for easy comparisons
- Full international **data comparability**
- All data **available to download** in PNG and XLS format

## Our categories



Accessories



Furniture



Consumer Electronics



Household Appliances



Tobacco Products



Food



Footwear



Apparel



Hot Drinks



Eyewear



Tissue and Hygiene Paper



OTC Pharmaceuticals



Alcoholic Drinks



Home and Laundry Care



Cosmetics and Personal Care



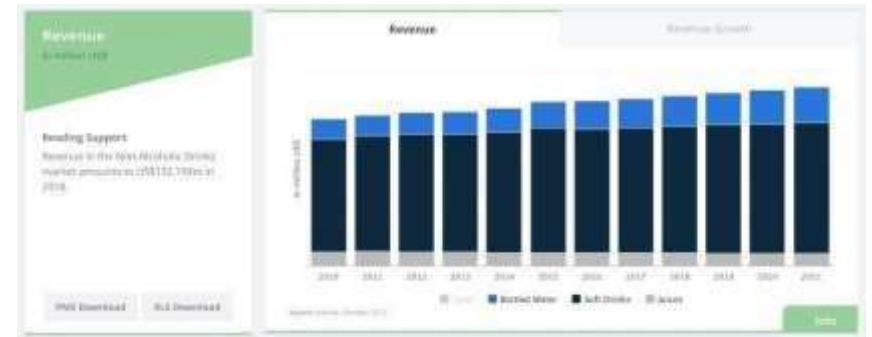
Non-alcoholic Drinks



Hobby Products



Passenger Cars



For more information, please visit <https://www.statista.com/outlook/consumer-markets>.

# Mobility Market Outlook



## Explore car sales on a global scale

The automotive category within the Statista Consumer Market Outlook offers **data on worldwide new car sales of passenger cars** covering the EU, the US and China.

## Analyze data on revenue, volume and prices

Interactive statistics let you view cross-sections of make and segment by country, providing you with **information on revenue, volume sales, price per unit and key market indicators**.



Forecast of market shares (unit sales) of the top 10 manufacturers in the USA in 2017

### 12 international car segments:

- Mini Cars Small
- Cars Medium
- Cars Large Cars
- Executive Cars
- Sports Cars
- Minivans Small
- SUVs Large
- SUVs Pickup
- Trucks Full-Size
- Vans

### 70 major makes including:

Audi, BMW, Citroën, Fiat, Ford, GMC, Great Wall, Hyundai, Jaguar, Jeep, Kia, Land Rover, Mazda, Mercedes-Benz, Nissan, Opel, Peugeot, Renault, Saab, Škoda, SsangYong, Subaru, Tesla, Toyota, Volkswagen, Volvo and more

# Global Consumer Survey

Understand consumer behavior and their interactions with brands

Enterprise  
Account  
Add-On



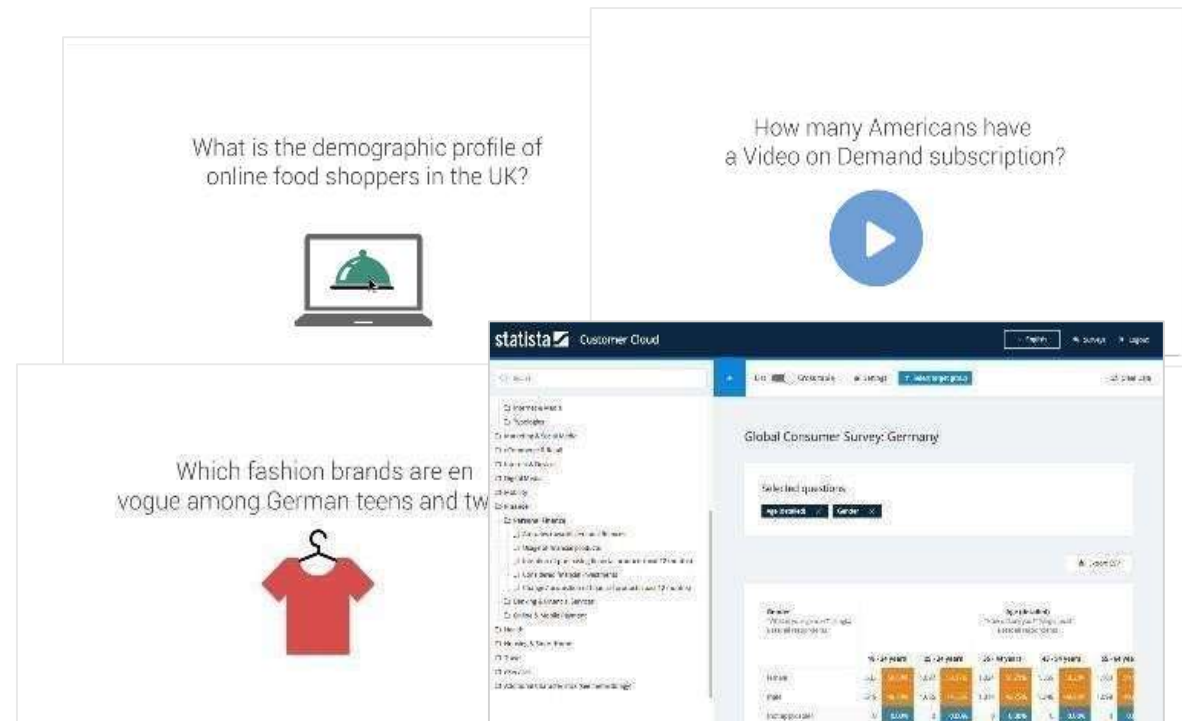
**The Global Consumer Survey offers a global perspective on consumption and media usage, covering the offline and online world of the consumer.**

**It is designed to help marketers, planners and product managers understand consumer behavior and consumer interactions with brands.**

## DO-IT-YOURSELF-ANALYSIS

The Global Consumer Survey is accessible via an **interactive online evaluation tool**: users can carry out their own evaluation of the Global Consumer Survey data, **select their own criteria to create cross tables and customize target groups.**

- **70,000 + interviews**
- **50+ industries and topics**
- **55 countries**
- **6000+ international brands**
- **Do it yourself analysis**
- **Content Specials**





**For any queries, Contact:**



**Bharat Book Bureau**

808, Real Tech Park, Sector - 30A, Vashi, Navi Mumbai, India - 400703.

Website: [www.bharatbook.com](http://www.bharatbook.com)

Email: [info@bharatbook.com](mailto:info@bharatbook.com)

Phone: +91 22 68327185

Mobile: +91 92237 67111