

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](https://www.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

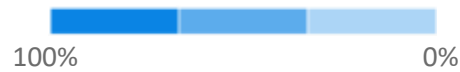


Geographic coverage

Statista knows no boundaries when it comes to data



Degree of data coverage

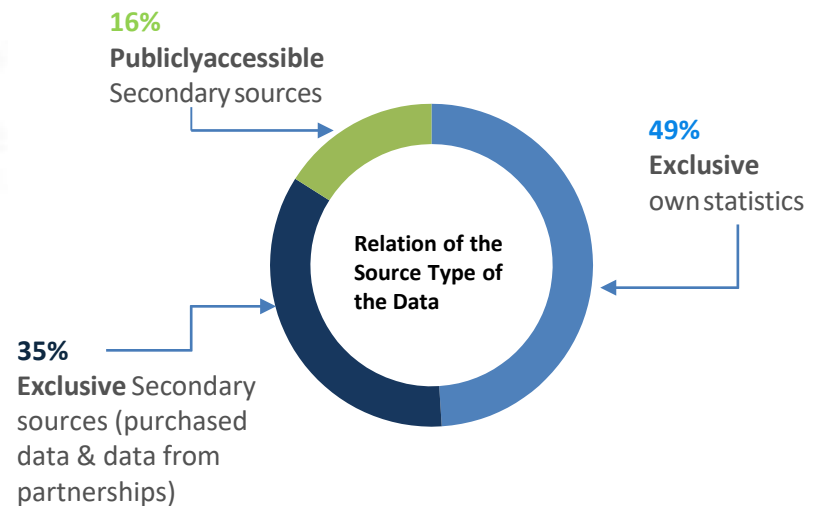


Our sources

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?

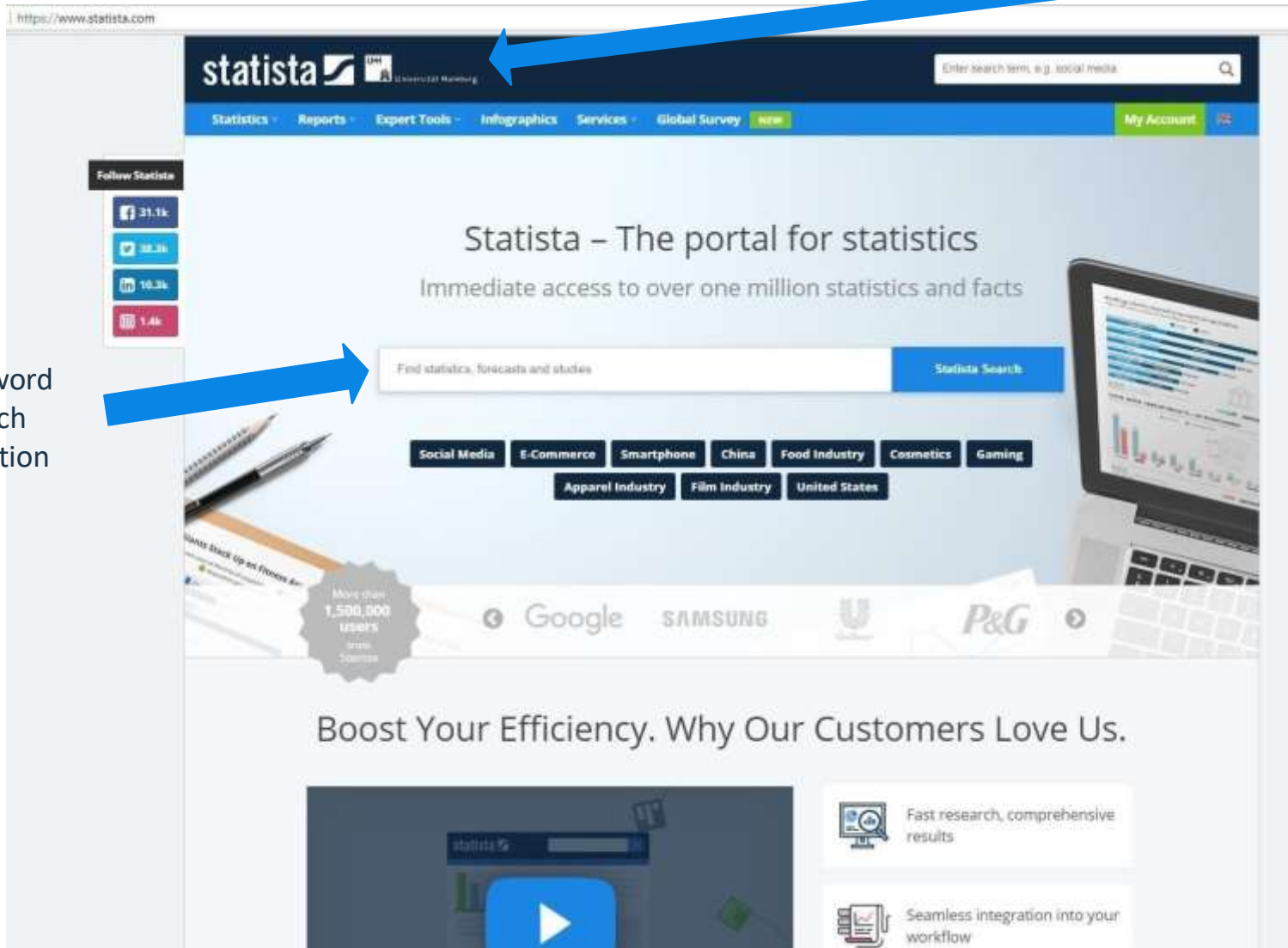
- Access via IP address:
Entire Campus has full access to Statista – fast and comfortable without the need to log in!



HOME PAGE – www.statista.com

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.

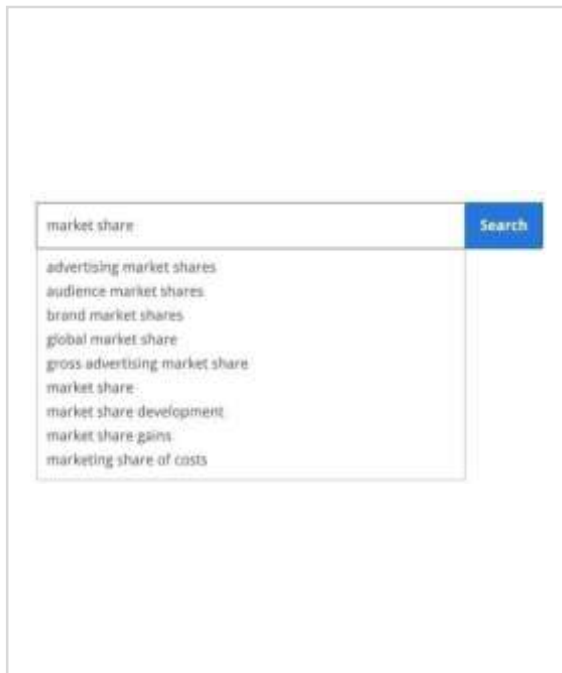
Users are offered incremental search suggestions, if a search entry starts with a related keyword.

Three steps that will revolutionize any workflow

Statista's proven one-fits-all solution

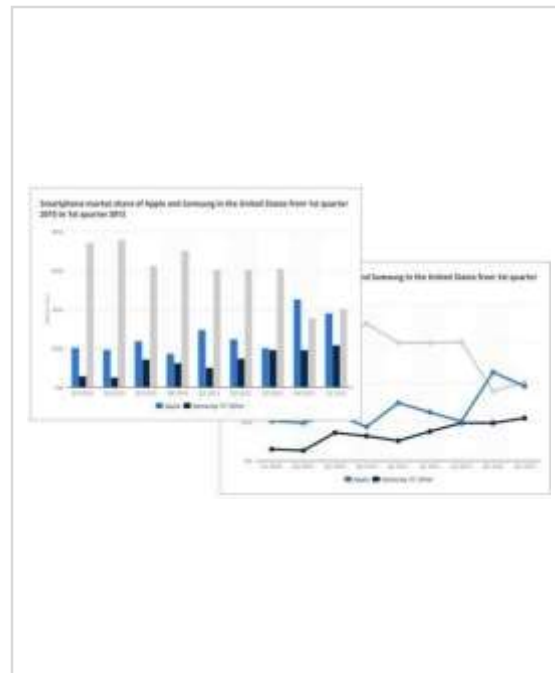
1 – Search

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.



The screenshot shows the Statista website interface. At the top, there is a navigation bar with the Statista logo and the text "Du bist eingeloggt über den Account der Statista GmbH". Below the navigation bar, there is a search bar containing the term "fintech". To the right of the search bar, there are buttons for "Sort by" (set to "Relevance") and "Location Focus" (set to "Deactivated").

On the left side, there is a "Categories" section with a list of filters: Statistics (665), Forecasts & surveys (0), Infographics (9), Topics (6), Studies & Reports (14), Statista studies (10), Industry & country reports (0), Additional studies (33), Expert tools (112), Consumer Markets (0), Mobility Markets (0), Companies, and Publication Finder (BETA). Each category has a checkbox and a green checkmark.

On the right side, there is a "SEARCH RESULTS (878)" section. The first result is "Fintech" with the subtitle "Statistics and facts on Fintech". Other results include "Fintech market in Europe", "Fintech in Europe", and "Fintech". There is also a featured result for "FinTech | Digital Markets" with a market forecast for worldwide through 2022, and buttons for "United States", "United Kingdom", "Asia", "Europe", and "worldwide".

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

Search accuracy ⓘ
 Wide Normal High

Regions
All

Country
country_search

- Afghanistan
- Albania
- Algeria
- Andorra
- Angola
- Antigua and Barbuda

Industry
All

Publication date
All

Archive ⓘ
no archive

Reset filters Refresh Search

■ Search accuracy

■ Region

■ Country (multiple countries can be selected)

■ Industry

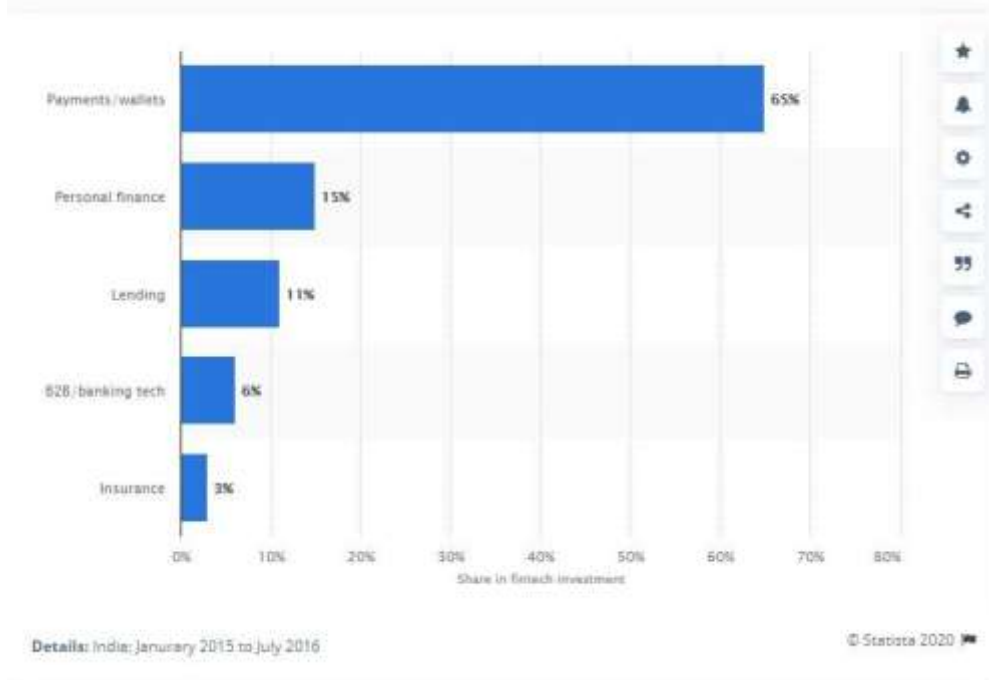
■ Publication date (on the platform)

■ Include Archive

Sample Statistics

Overview of the statistics page

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



DOWNLOAD



← 4 Download Formats

SOURCE

DETAILS

FAQ

Source

Nathan Associates

Survey by

Nathan Associates

Published by

Nathan Associates

Source link

[Fintech in India, page 8](#)

Release date

January 2017

← Automatic citations

CITATION (FAQ)

Select citation:

Select citation:

APA

Chicago

Harvard

MLA

Bluebook

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 Accountusers.

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 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

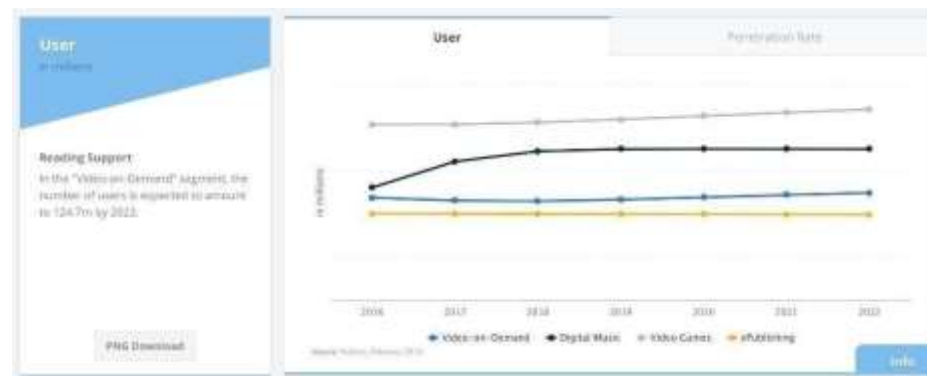
- ▶ **Forecasts, market insights, market sizes, and KPIs** for all major sectors of the **digital economy**
- ▶ **8 core categories and 92 segments**
- ▶ **More than 50 countries** and regions worldwide
- ▶ **Market forecasts** up to 2022
- ▶ Based on extensive analyses of relevant indicators from the 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)

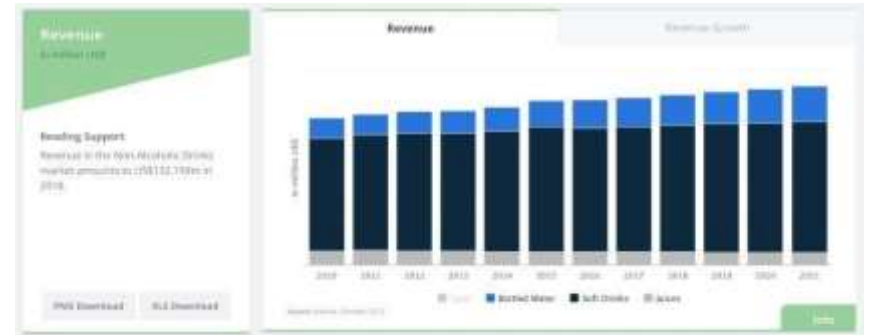


Everything you need to know about consumer goods

- ▶ 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





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

Mobility Market Outlook

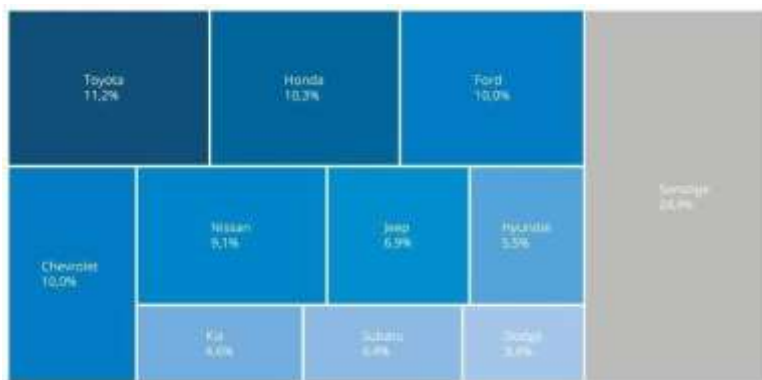


Explore car sales on a global scale

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 Trucks
- 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



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**


What is the demographic profile of online food shoppers in the UK?

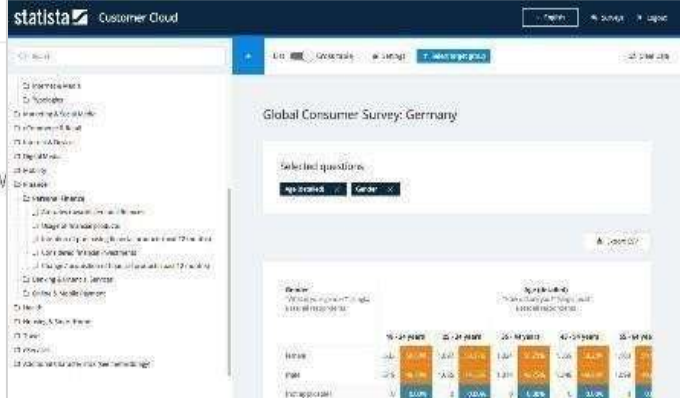


How many Americans have a Video on Demand subscription?



Which fashion brands are en vogue among German teens and tw





For any queries, Contact:



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