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 250 employees**: researchers, database experts, statisticians, technical journalists and graphic specialists.

- **Examples of academic institutions with a Statista Campus License:** Imperial College London, HEC Paris, Copenhagen Business School and Technical University of Munich.

- **More than 4 million users** visit [www.statista.com](http://www.statista.com) every month.

- Our headquarter is located in **Hamburg, Germany**, with additional offices in **New York, London, Madrid, Frankfurt and Berlin**.

- Statista cooperates with media partners such as **Forbes, The Guardian, Mashable** and **Business Insider**.
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

Databases Individual statistics

purchases prepares compiles

Website PowerPoint Excel

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

Statistics and data from:

- National Readership Survey
- ComScore
- ONS
- Kantar Media
- Nielsen
- Ofcom
- IDC
- Defra Populus
- IGD
- RMI
- Lloyds Banking Group
- Statista
- CAA
- 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 for all statistics

To see this in action contact info@statista.com to arrange a webinar
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
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  PPT file  Excel sheet  PDF file

You can export data in a range of different file types to match your own documents. Statista offers downloads in the most widely used formats: PowerPoint, Excel, PNG or PDF.
2 Versatile presentation
A summary puts the statistics into context

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 affects 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.

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

<table>
<thead>
<tr>
<th>How it works</th>
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<tbody>
<tr>
<td>› Clearing of IP address for the entire campus, or a dedicated user group</td>
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<tr>
<td>› No additional login required</td>
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<tr>
<td>› Full support for Shibboleth, EZ Proxy, and other remote access solutions</td>
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<table>
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<th>Details</th>
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<tr>
<td>› Access all areas: Full use of the Platform</td>
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<tr>
<td>› Access to Statista terminates upon graduation or departure from academic institution</td>
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<tr>
<td>› Flat fee; no risk of incurring excess usage charges</td>
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An experienced and trusted resource
More than 700 academic institutions trust in our services, including:

Customers
- Yale
- CBS
- Manchester
- Stanford University

Consortia
- JISC collections
- hbz
- LYRASIS
- scelc
- waldo