

Quick start guide to Statista

Statista is one of the leading online statistics companies. Statista provides users with an innovative and intuitive tool for researching quantitative data, statistics and related information. The product is aimed at business clients and academics. Since its launch, more than 1,000,000 users have registered with Statista. This is a quick guide intended to help you search the database.

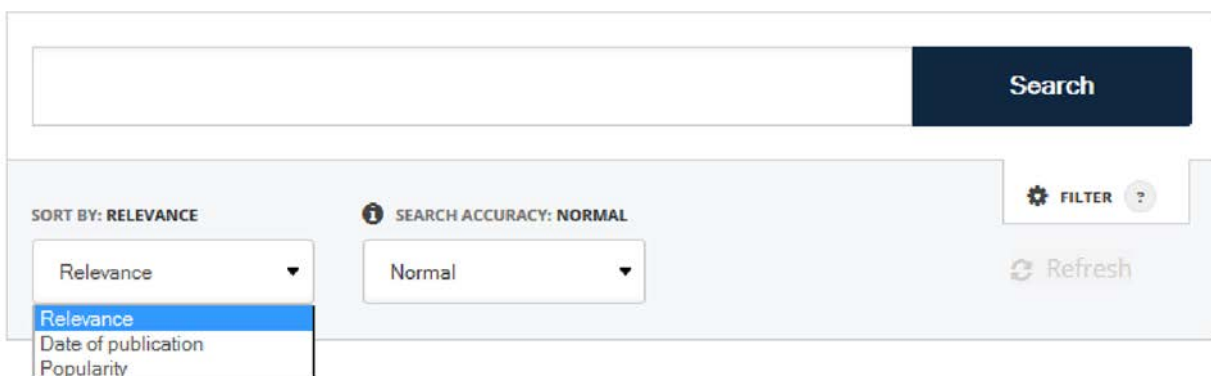
SEARCH

You can start your search just by typing a keyword or choosing one of the basic categories as shown below. Statista provides statistics about many categories that are easily accessible.

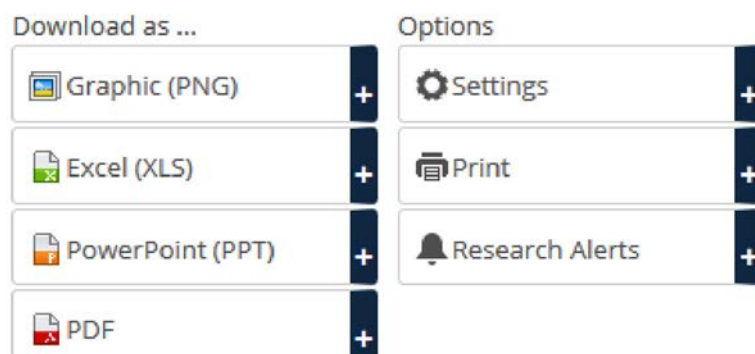


FILTERING THE SEARCH

You may apply filters to the search as shown below and choose a level of accuracy.



As mentioned before, all results can be shown as graphics, saved and printed as excels, pdfs or PowerPoints.



REPORTS AND DOSSIERS

Statista also provides a variety of reports and dossiers about more than 1000 topics. These include all top statistics on a specific topic compiled by experts. There are options of Industry Reports for more than 60 industries, essential data on the digital and consumer goods sector, available to download in PDF and Excel format as well as in-depth market studies on all current hot topics. All reports are regularly updated with new forecasts.

Our best studies & reports

Tailored to your search demands

- Dossiers
- Industry Reports
- Toplists
- Outlook Reports
- Market Studies

Statista also provides forecasts formed by specialists. The prognosis model is applied to more than 40 countries.

Statistics

Access to 1 million statistics – ready to use in PPT, XLS and PNG.

- [Recent Statistics](#)
- [Popular Statistics](#)
- [Search Statistics](#)



Reports & Dossiers

Comprehensive reports on over 3,000 industry topics.

- [Search Industry Reports](#)
- [Search Dossiers](#)
- [Search in Study Database](#)



Forecasts

Revenue forecast „2015 to 2020“ on over 400 industries.

- [Search Market Forecasts](#)
- [Our Methodology](#)



Expected change in marketing budgets according to CMOs in the U.S. 2009-2017
Change in marketing spending according to CMOs in the United States from 2009 to 2017

Change in digital vs. traditional marketing budgets as per U.S. CMOs 2012-2017
Change in digital marketing spending and traditional advertising according to CMOs in the United States from 2012 to 2017

Italy: individuals promoting IoT projects in early adopting firms 2016
Who did promote the Internet of Things (IoT) project within the company?

Construction

Consumer Goods & FMCG

E-Commerce

Energy & Environmental Services

Finance, Insurance & Real Estate

Health & Pharmaceuticals

International

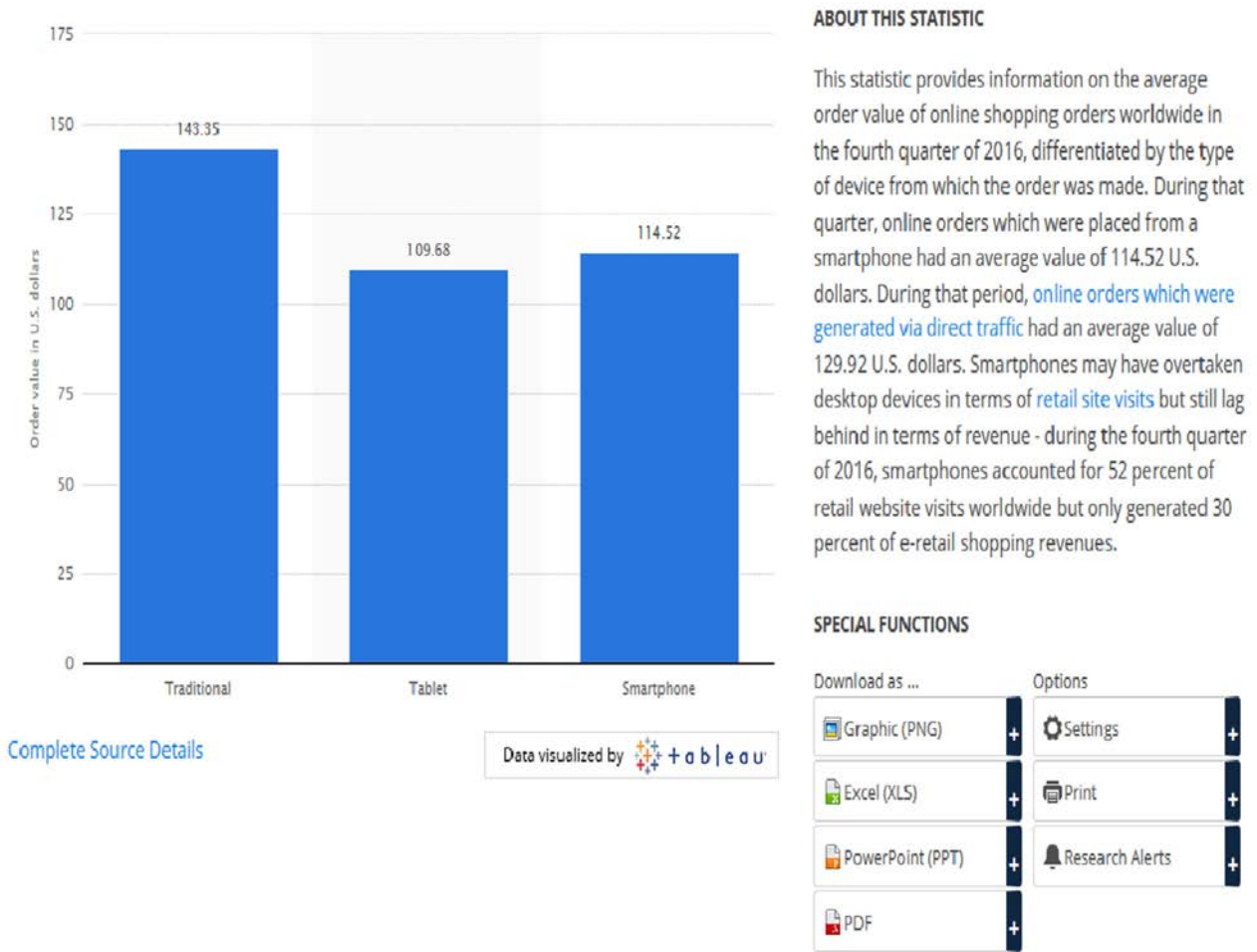
FINDING A TOPIC

At Statista there are different ways of finding a topic of interest, either choosing by the industry that you are looking for or by a specific topic or market. Below we can see the different menus that are included in the site.

Prices & Access	Our Services ▾	Industries ▾	Topics ▾	Digital Markets ▾	Consumer Markets ▾	Infographics ▾
Media	Business					
Facebook Marketing	Mobile Internet		Wearable Technology		Natural Gas Energy	McDonald's
Social Networks	Amazon		Apple		Oil and Gas Industry	Fast Food Industry
Netflix	Online Shopping		Starbucks		Prisoners in the United States	Cosmetics Industry
Brands on Social Media	Groupon		Coffee Market		Recreational Boating	Nike
Social Media Marketing	E-mail Marketing		Organic Food Industry		Global Pharmaceutical Industry	Automotive Industry
Film Industry	Toy Industry		Industrial Trucks		Gas Prices	Smartphones
Mobile App Usage	Coca-Cola Company		Caterpillar		Motorcycle Industry in the U.S.	Video Game Industry
Internet Usage in Brazil	Non-alcoholic beverages and soft drinks		E-books		Hotel industry	Visit key topics
Advertising Industry in the U.S.	Apparel Market in the U.S.		iPhone		Crowdfunding	Visit all topics

PRESENTATION OF THE STATISTICS

Now let's say that you are looking for a certain statistic such as the "Average value of global online shopping orders" for a specific time period. Statista will provide you with a graphic and next to it you will find information about this statistic. Below the information you will find buttons in order to see, save and print the statistics in the format of excel, PowerPoint or pdf, as shown below.














Statistics, as mentioned before, are also categorised by industry. For example let's say that you are interested in natural gas energy. In Statista you can find many different statistics about various topics on the issue, choose which ones are of your interest and see all details just by clicking the button.

Natural gas in the U.S. - key figures		Statistic
Proved natural gas reserves in the U.S.	10.4tn m³	Details →
Natural gas production in the U.S.	767.3bn m³	Proved natural gas production in the U.S. Details →
U.S. shale gas production	13.64tn ft³	Details →
Gross operating surplus of the U.S. oil and gas extraction industry	\$137,813m	Details →

Natural gas electricity		Statistic
U.S. electricity generation from natural gas	1,380.29 kWh	Details →
Consumption of natural gas for electricity generation and useful thermal output in the U.S.	10,968bn ft³	Details →

Dossiers on the other hand, include many different statistics on a certain topic. Let's say, for example, that you are looking for statistics on E-commerce worldwide. Statista will provide you with a dossier that presents statistics and facts on the subject. It will include data regarding the global e-commerce market volume as well as information on digital shoppers, shopping behaviour and more.

<ul style="list-style-type: none"> ▼ 1. Overview <ul style="list-style-type: none">  Worldwide e-commerce share of retail sales 2015-2020  Global retail e-commerce sales 2014-2020  Retail e-commerce sales growth worldwide 2014-2020  Worldwide e-commerce share of retail sales 2016, by region  Global e-commerce market share of leading e-retailers 2010-2014  Leading retail e-commerce markets worldwide 2014-2019  Digital Market Outlook: retail e-commerce sales CAGR in selected markets 2016-2021  Worldwide largest B2C e-commerce markets in 2015-2016  Online travel booking volume in BRIC countries 2015-2021  Global online retail website visits and orders 2016, by device  Global e-commerce revenue of Amazon, Otto Group and Rakuten 2015 ➤ 2. Digital shoppers ➤ 3. Shopping behavior

INFOGRAPHICS

One of the services that are provided by Statista is infographics. Apart from the wide variety of infographics that are provided in the site, the experts of Statista visualize topics of choice in any preferred design & format.

The screenshot shows the top navigation bar of the Statista website with the following items: Prices & Access, Our Services, Industries, Topics, Digital Markets, Consumer Markets, Infographics, and Login. Below the navigation bar, there are three columns:

- Recent Infographics:** Lists articles such as "Where Stalin Beats Gorbachev In Popularity", "Ransomware: Who's Affected & Why", and "1,378 Arrests During Six-Week Gangland Sweep in the United States". It also includes a link for "All Infographics".
- Infographic Topics:** Lists categories like "Giant Charts", "Media", "Economy", and "Apple".
- Our Content Marketing & Infographics Service:** A text block stating "We create infographics, animated charts, microsites and publications in your desired corporate design. Add a new visual dimension to your communication & marketing activities." with a "Read more →" link.

Finally, Statista is available in different languages and is accessible via most social media.

The screenshot shows a language selection menu with a "Login" button and a UK flag icon. Below it, there are three options for different countries:

- statista.de (Germany flag)
- statista.es (Spain flag)
- statista.fr (France flag)

The screenshot shows a "Social Media" section with the following links:

- Facebook
- Twitter
- LinkedIn
- Google+
- Instagram
- Pinterest
- RSS

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Or submit from the Enquiries Form at: <http://onlinelibrary.london.ac.uk/about/contact-us?>