



STATISTA ONBOARDING

February 2022

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

ecommerce

Sort by

Relevance

Location Focus

Deactivated

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.

Search accuracy

☐ Wide ☒ Normal ☐ High

Continents & regions

All

Country

country search

- ☐ Afghanistan
- ☐ Albania
- ☐ Algeria
- ☐ Andorra
- ☐ Angola
- ☐ Argentina

Category

All

Publication date

All

Archive

no archive

Refresh Search

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

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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.)

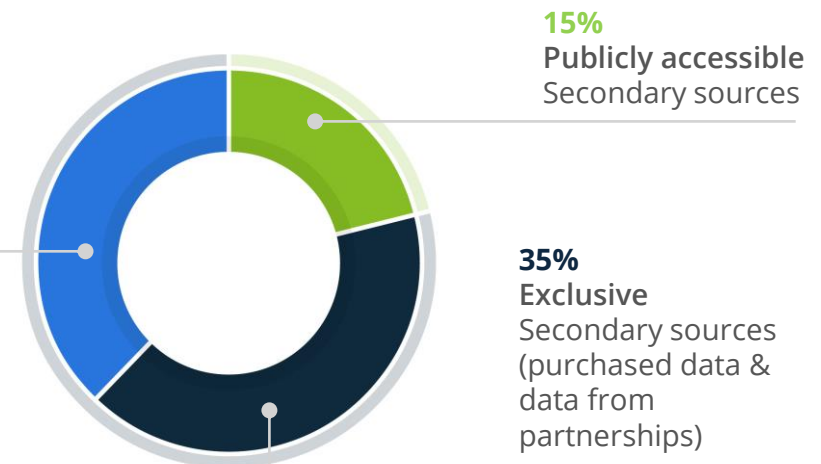
Please note the following when using Boolean operators:
Spaces are by default interpreted as AND connectives. You can change this via the Search accuracy selection menu.
&, +, |, AND and OR do not function as search operators

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/chart-of-the-day/>.



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

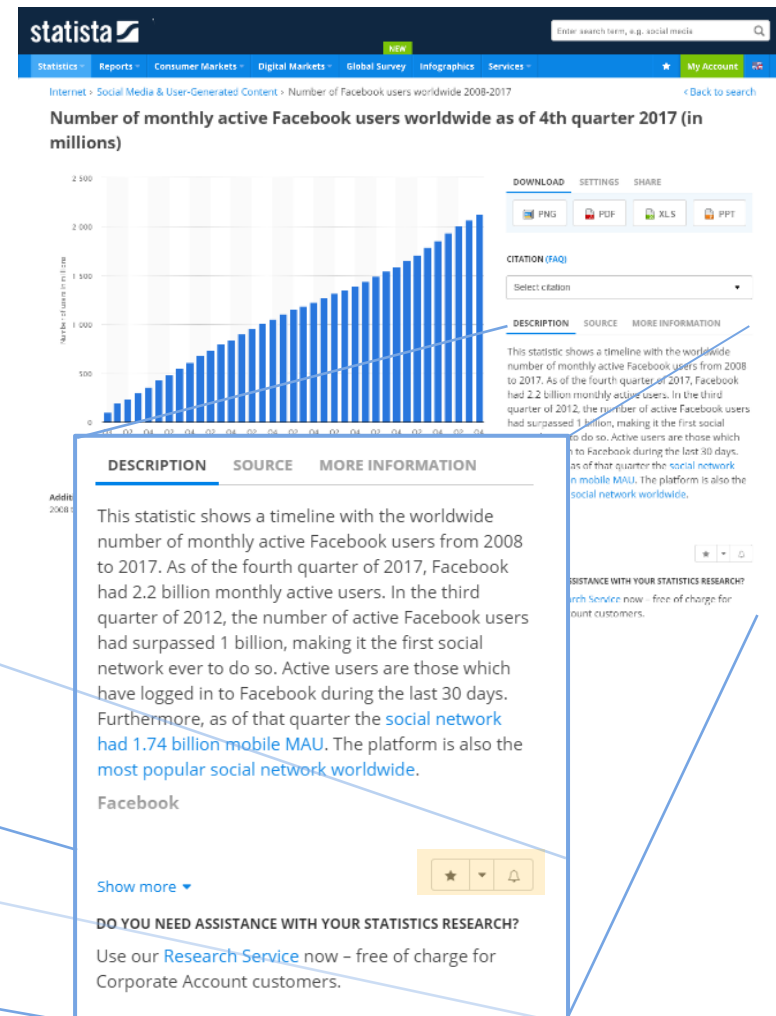
Watch the tutorial video

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.



Favorites function

Watch the tutorial video

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.

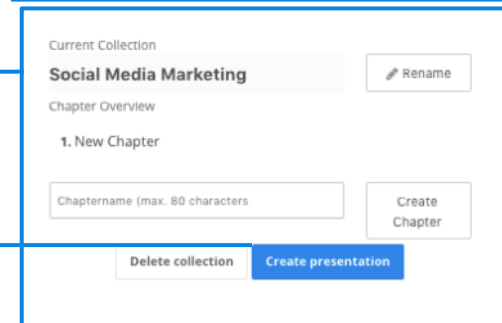
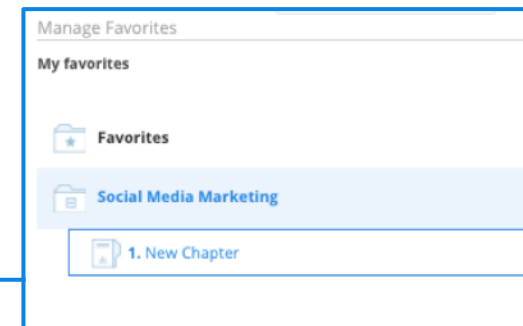
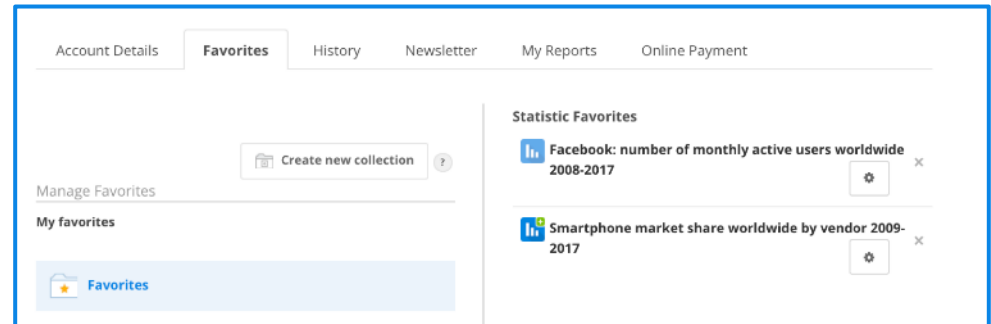
1. Click on the Create new collection button in your account's Favorites section.

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:

name.surname@statista.com (Your Account Manager)

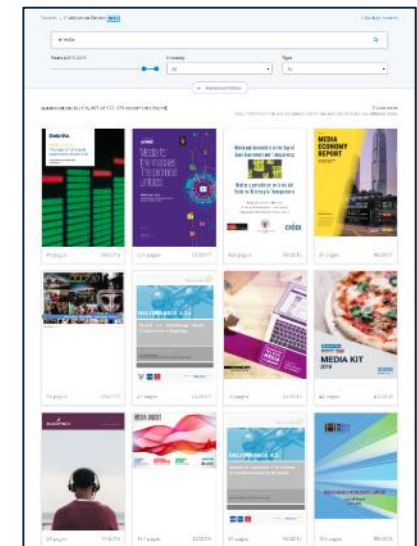
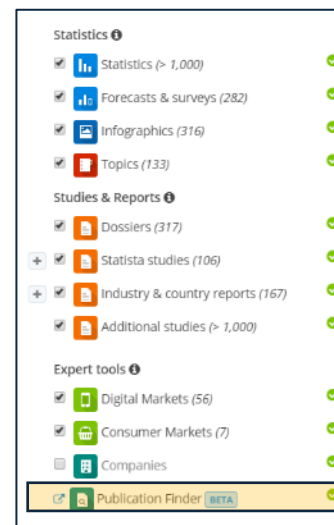
eu.support@statista.com (when your Account Manager is unavailable)

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.

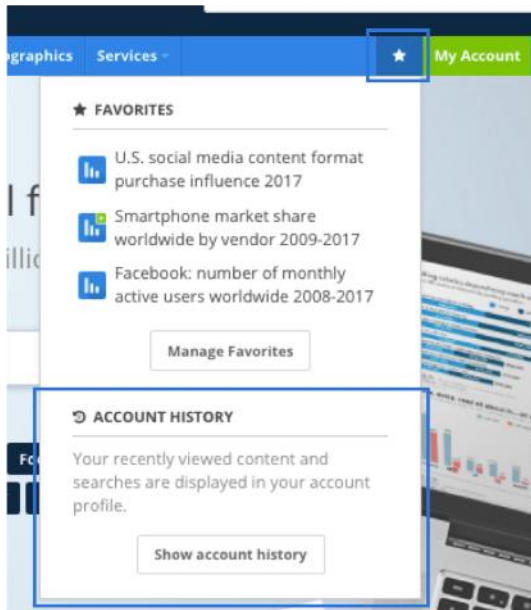
- quickly and easily find publications about your research topic
- Search over 1 million studies, reports and other documents in German or English.
- Filters help you narrow the results of your search.



Account and search history

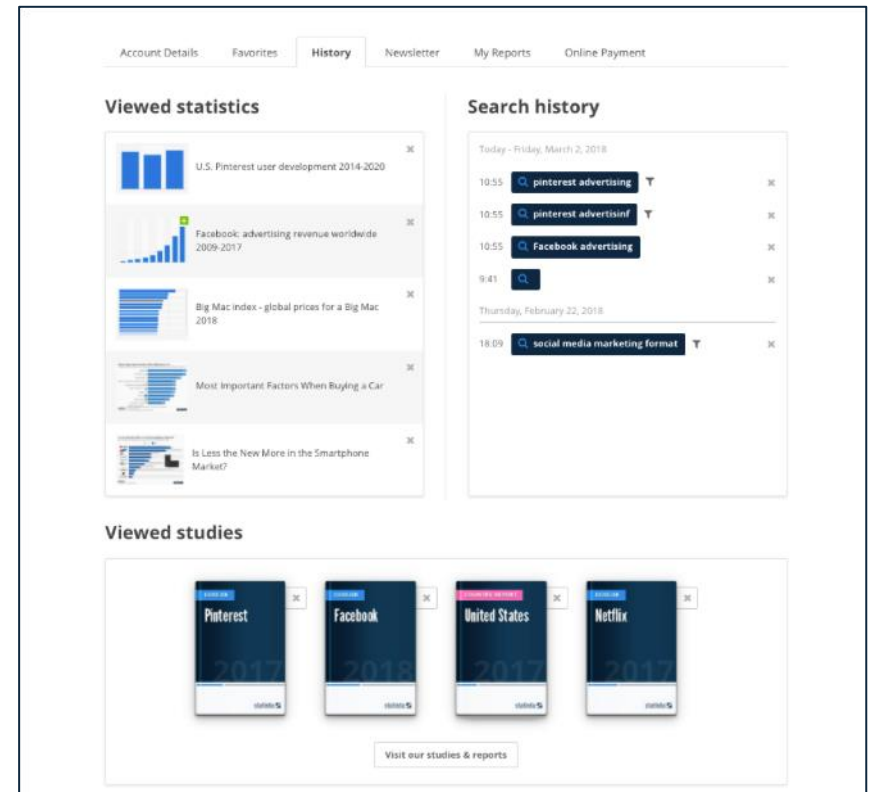
How to access your account and search history

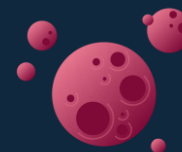
Another personalized function that we offer our Corporate and Enterprise customers is the option to display and use the account and search history. This lets our customers directly access recently viewed content without having to search for it once again. Recent searches, including all set filters, can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





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