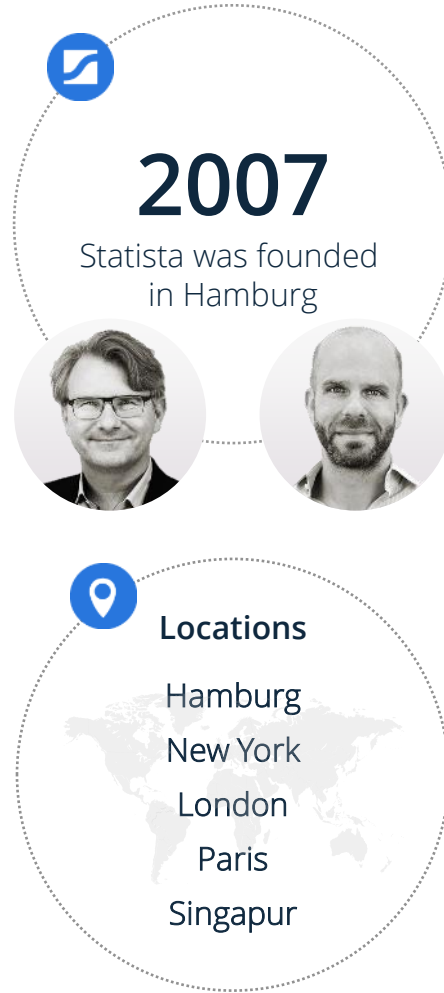


STATISTA GUIDE



ABOUT STATISTA

Statista



More than
2,000
international
universities

Statistics &
studies from
22,500
sources

Strong focus on
**European, US,
Asian and
global data**



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

23,000
corporate customers
worldwide

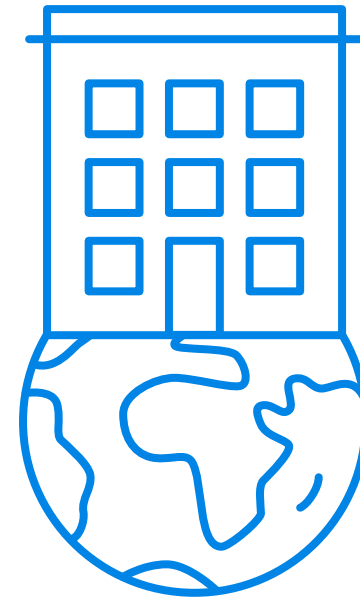
1.5 million
registered users

80,000 topics
on statista.com

Profile & key figures

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

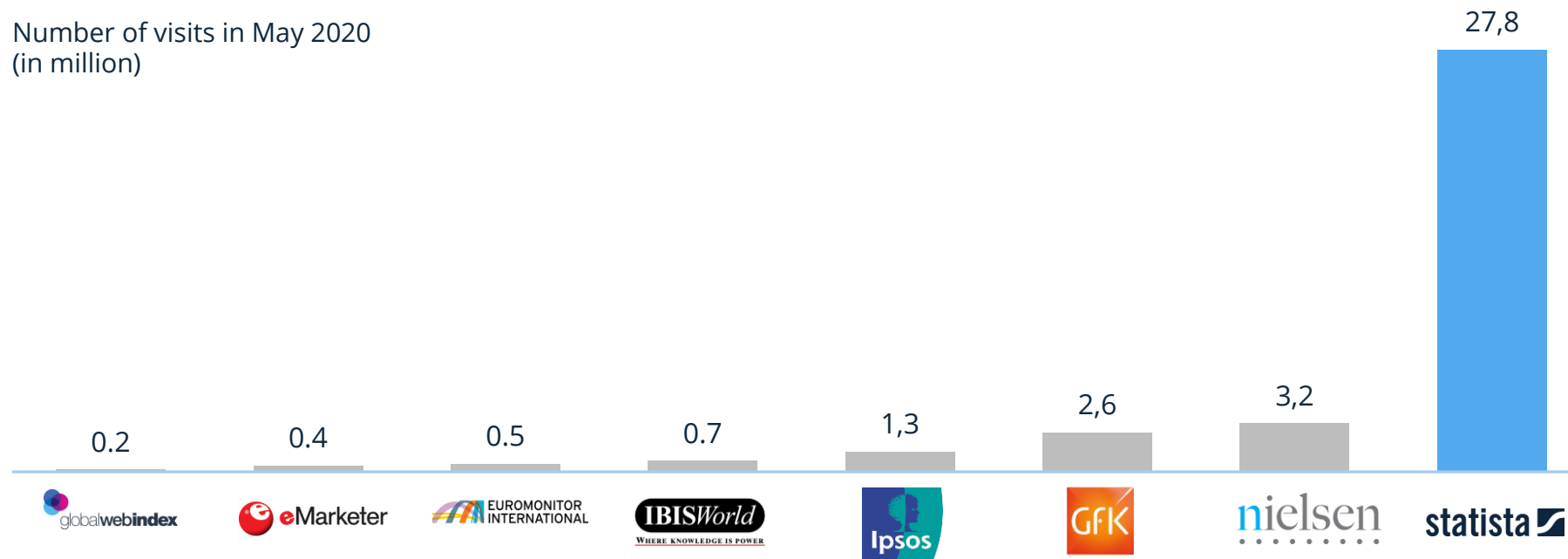
- One data portal comprising **four platforms** (German, English, French, Spanish)
- Over **1 million statistics** from **22,500 sources** covering **80,000 topics** and **170 industries**
- **Worldwide coverage** with a focus on data from Europe, North America & Asia
- **Over 2,000 international universities** have a Statista account
- Media partners include **Financial Times, Business Insider and Forbes**



Statista is the world leader in online market data

Overview of website traffic

Number of visits in May 2020
(in million)

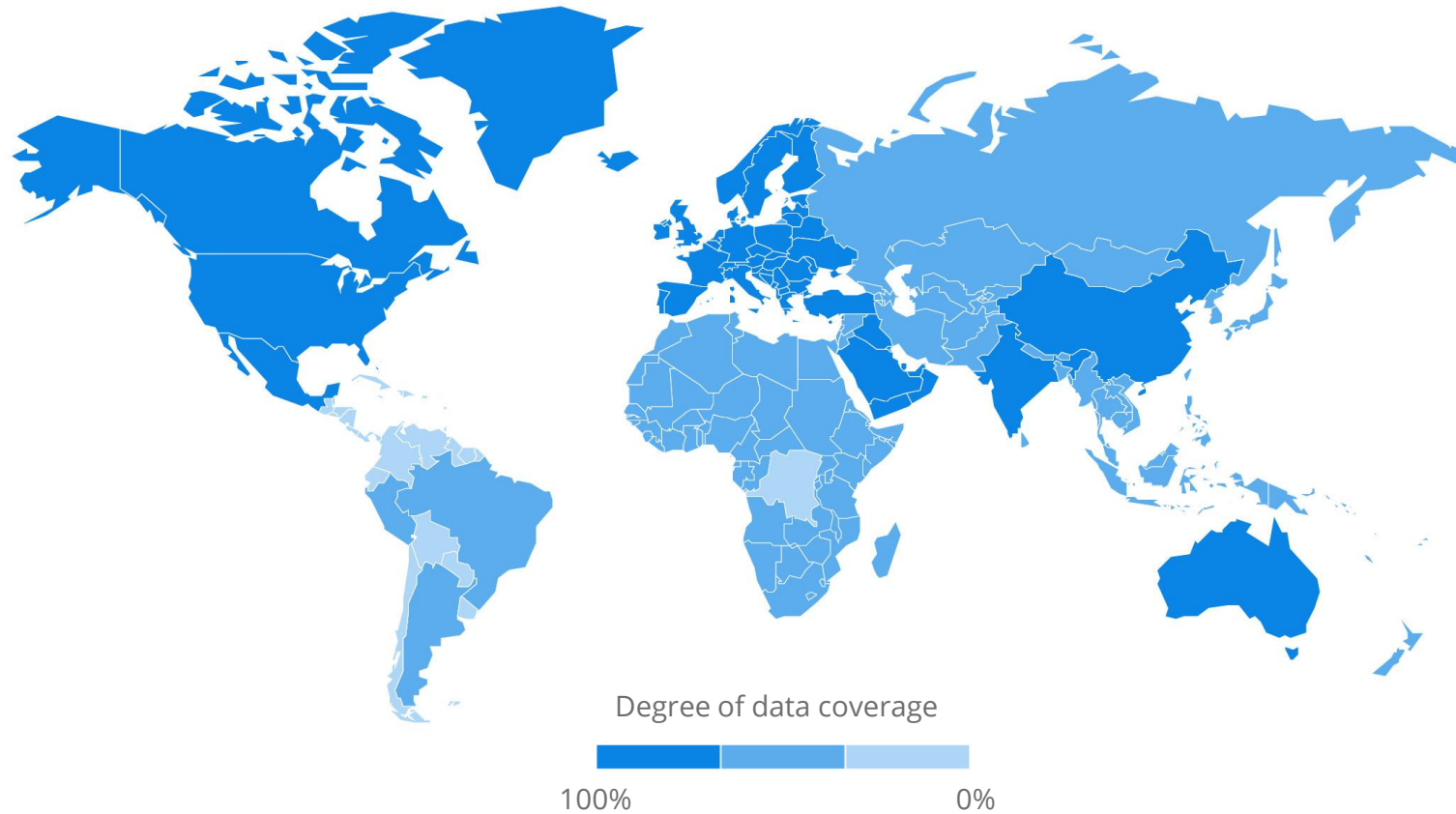


Statista has more than 700 employees

Source:
similarweb

Geographic coverage

Statista knows no boundaries when it comes to data

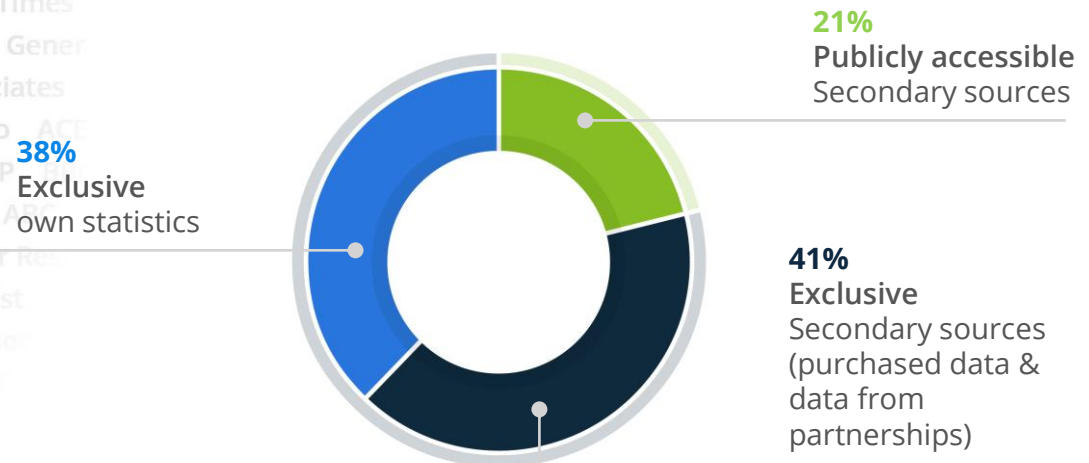


Our sources

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.

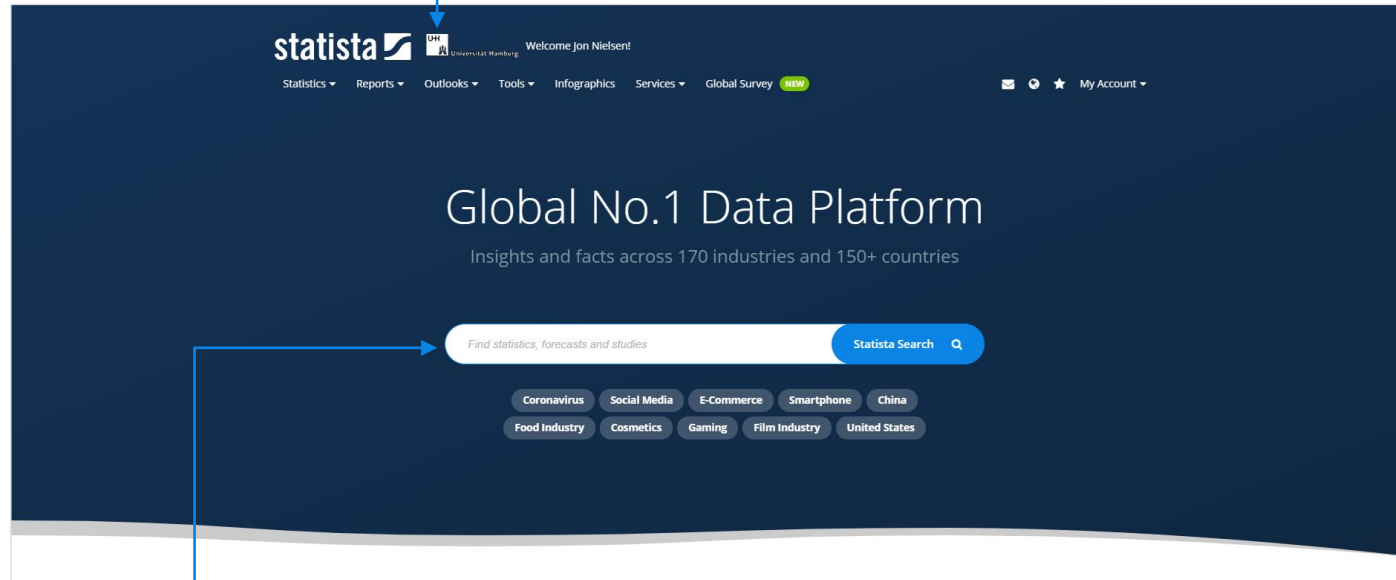
Where our data comes from:





HOW TO USE STATISTA

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.

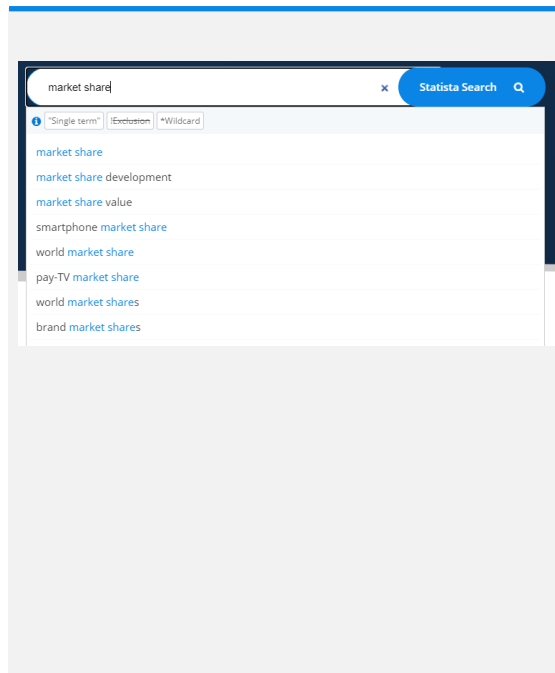
Users are offered incremental search suggestions, if a search entry starts with a related keyword.

Three steps that will revolutionize any workflow

Statista's proven one-fits-all solution

1 – Search

Enter your search term.



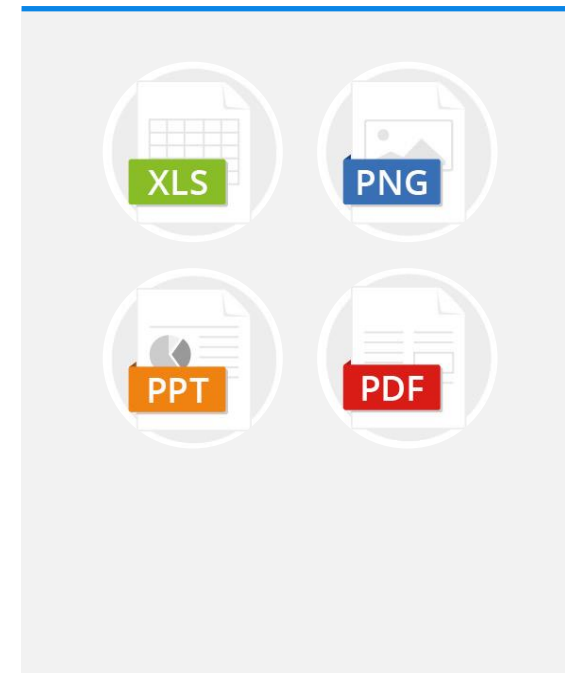
2 – Select

Select a statistic and have it displayed as a chart.



3 – Download

Download the data and directly embed it into your project.

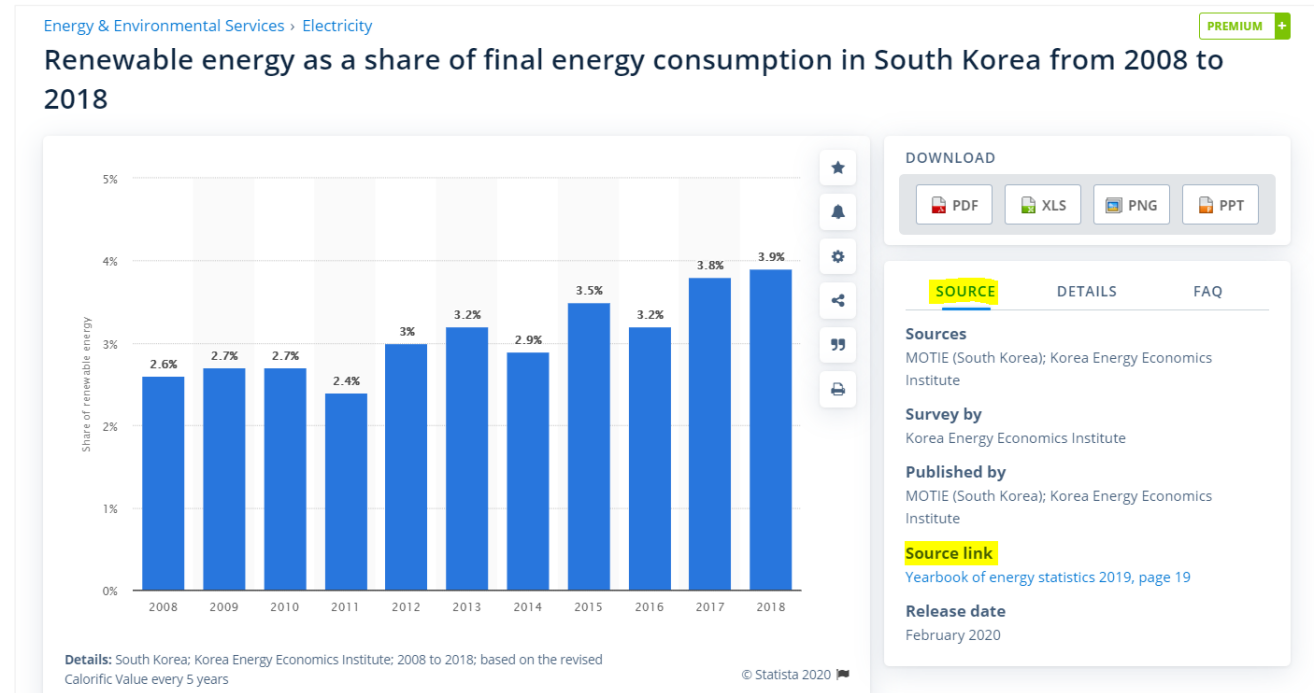


Full transparency (1/3)

Statista processes all information according to scientific standards

Source information

Information on the primary source and link to the original document



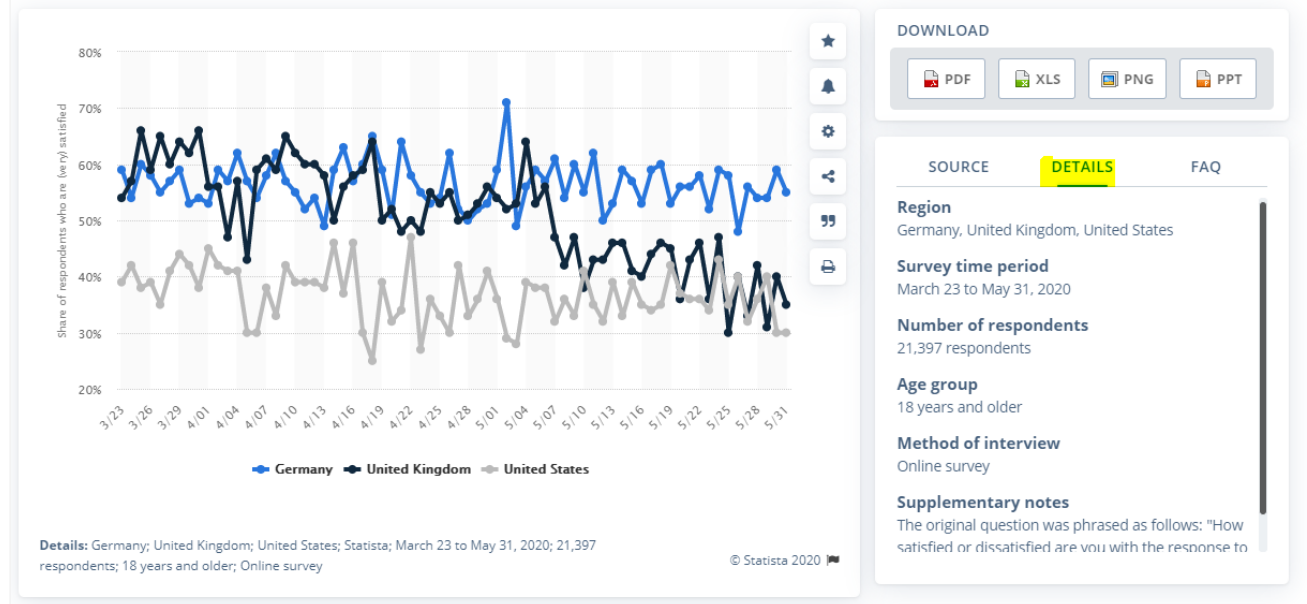
Full transparency (2/3)

Statista processes all information according to scientific standards

Methodology

The most important information about the methodology

Satisfaction with the national government's response to the COVID-19 / coronavirus pandemic in the United States, United Kingdom and Germany 2020
(as of May 31)

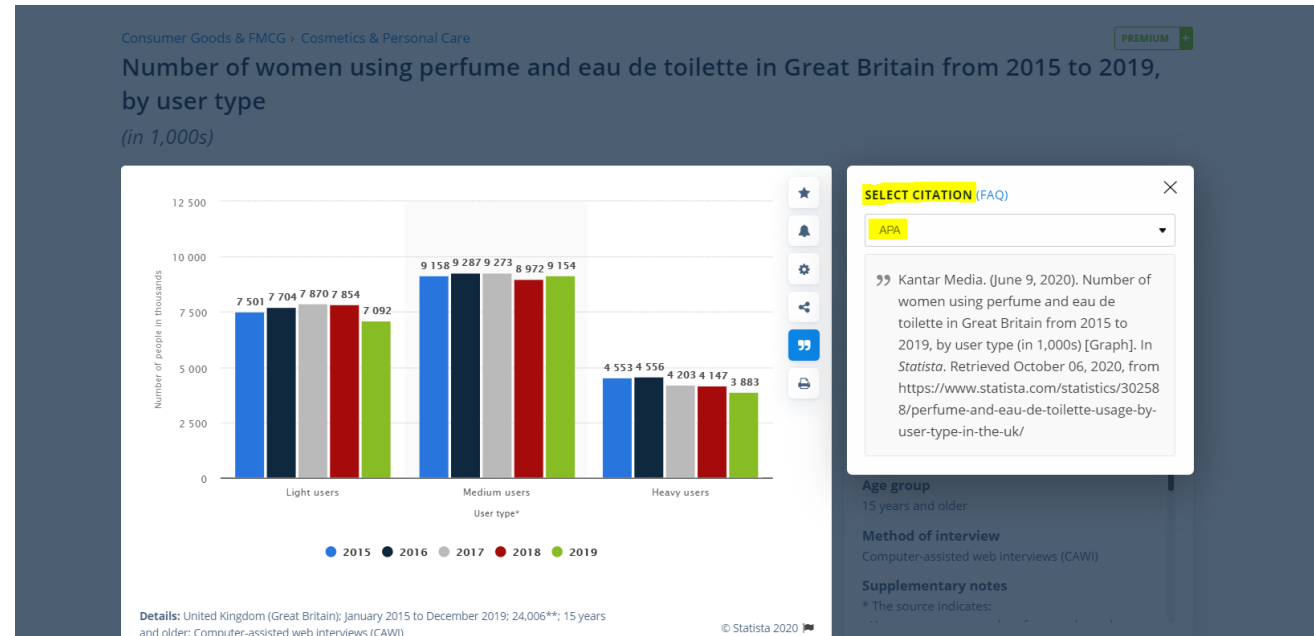


Full transparency (3/3)

Statista processes all information according to scientific standards

Automatic Citation

Choose between APA, Harvard, Chicago, MLA, Bluebook



Search term

Quick filters

Categories

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

Results

The screenshot shows the Statista search results for the term 'fintech'. At the top, a search bar contains the text 'fintech'. Below the search bar, there are two dropdown menus: 'Sort by' set to 'Relevance' and 'Location Focus' set to 'Deactivated'. On the left side, there is a list of categories with checkboxes and counts. The categories are: Statistics (1,000+), Forecasts & surveys (122), Infographics (15), Topics (32), Studies & Reports (11), Dossiers (38), Statista studies (11), Industry & country reports (0), Additional studies (50), Expert tools (0), Consumer Markets (0), Mobility Markets (0), Country Outlooks (0), Technology Markets (0), Advertising & Media (0), Industry Outlooks (0), and Digital Markets (155). On the right side, there are search results. The first result is 'Fintech' with a subtext 'Statistics and facts on Fintech'. Below it is 'Digital Payments report 2020' with a subtext 'Statista Digital Market Outlook'. Further down are results for 'FinTech in China', 'Fintech market in Europe', 'Fintech in Brazil', 'Fintech in India', 'Fintech in France', 'FinTech in Russia', and 'FinTech in Poland'. A blue arrow points from the 'Results' label to the first result 'Fintech'.

Search term

fintech

Sort by: Relevance

Location Focus: Deactivated

Categories

- Statistics (1,000+)
- Forecasts & surveys (122)
- Infographics (15)
- Topics (32)
- Studies & Reports (11)
- Dossiers (38)
- Statista studies (11)
- Industry & country reports (0)
- Additional studies (50)
- Expert tools (0)
- Consumer Markets (0)
- Mobility Markets (0)
- Country Outlooks (0)
- Technology Markets (0)
- Advertising & Media (0)
- Industry Outlooks (0)
- Digital Markets (155)

SEARCH RESULTS (> 1,000)

EDITORIAL PICK

- Fintech
Statistics and facts on Fintech
- Digital Payments report 2020
Statista Digital Market Outlook
- FinTech in China
Statistics and facts on FinTech in China
- Fintech market in Europe
Statistics and facts on fintech in Europe
- Fintech in Brazil
Statistics and facts on Fintech in Brazil
- Fintech in India
Statistics and facts about fintech in India
- Fintech in France
Statistics and facts about fintech in France
- FinTech in Russia
Statistics and facts about FinTech in Russia
- FinTech in Poland
Statistics and facts about FinTech in Poland

Narrow down your search

Using the filter options

The image shows a screenshot of the Statista search interface. On the left, a list of filter options is shown with blue arrows pointing to the corresponding controls on the right. The filters are:

- Search accuracy**: Points to the 'Search accuracy' section with radio buttons for 'Wide', 'Normal' (selected), and 'High'.
- Region**: Points to the 'Regions' dropdown menu, which is currently set to 'All'.
- Country (multiple countries can be selected)**: Points to the 'Countries & Territories' section, which includes a search bar and a list of countries with checkboxes (Afghanistan, Albania, Algeria, Andorra, Angola).
- Industry**: Points to the 'Industry' dropdown menu, which is currently set to 'All'.
- Publication date (on the platform)**: Points to the 'Publication date' dropdown menu, which is currently set to 'All'.
- Include Archive**: Points to the 'Archive' dropdown menu, which is currently set to 'no archive'.

Below the filters are buttons for 'Reset filters' and 'Refresh Search'. On the right side of the interface, a list of search results is displayed, including:

- Statistics and facts about FinTech in Poland
- Fintech: Statista dossier on Fintech
- Fintech in Australia: Statista Dossier on fintech in Australia
- FinTech in China: Statista Dossier on FinTech in China
- Fintech in the Netherlands: Statistics and facts about Fintech in the Netherlands
- Fintech in Latin America: Statistics and facts on Fintech in Latin America
- Fintech in Mexico: Statistics and facts on Fintech in Mexico
- Fintech in Colombia: Statistics and facts on Fintech in Colombia
- Fintech in Europe: Statista dossier on financial technology (Fintech) in Europe
- Fintech in Latin America: Statista dossier on Fintech in Latin America
- Fintech in Brazil: Statista dossier on fintech in Brazil
- Fintech in Mexico: Statista dossier on Fintech in Mexico
- Fintech in Chile: Statista dossier on Fintech in Chile
- Fintech in India: Statista dossier on fintech in India
- Fintech in Russia

Sample statistics

Overview of the statistics page



4 Download Formats

Original source link

Automatic citations



The Statista Campus License

Focus on what is essential



All statistics

Access both Basic and Premium Statistics on 80,000 topics and 170 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



Convenient Access

IP access + remote access (Ezproxy, Shibboleth, OpenAthens)



Usage statistics

Counter.org usage statistics

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 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/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.

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

41,000 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

Studies & reports



Company Reports

Brand and **Company Reports** give information on top brands and companies in all major industries and regions with detailed company overviews and rankings, including revenue, number of employees, company value, stock price, and major competitors.



City Reports

City reports provide information on the 200 most important business cities, give a comprehensive city overview and describe them in a wide range of topics from economical aspects to quality of life.

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.

The components of the Campus License

Expert tools



Advertising & Media Outlook (AMO)

The **Advertising & Media Outlook** provides forecasts and detailed market information regarding two interlinked topics relevant to decision-makers in almost every industry. It is designed to help you understand these markets on a global scale.



Technology Market Outlook (TMO)

The **Technology Market Outlook** provides up-to-date figures and insights about the most prominent technology markets worldwide. From Hardware to Cloud Hosting and New Tech a wide range of key industries are thoroughly and intensively covered.



Country Outlook (CO)

The **Country Outlook** provides current key figures and forecasts on the economic and social development of a country. The key figures are based on extensive analyses and research on society and the economy.



Industry Outlook (IO)

The **Industry Outlook** presents the key performance indicators – revenues and number of enterprises – for global economies. It provides industry forecasts, market information and covers the agricultural, manufacturing, and service sectors.

How do people benefit of Statista?

Students

- Can easily find data for their term papers, presentations or thesis
- Use it for their academic research and exam preparation

Professors and academic researchers

- Use Statista for research and teaching purposes
- Create exam papers and

Libraries

- Offer their users an attractive research tool that doesn't require much training
- Can add a heavily used, internationally renowned database to the portfolio at a low price

What others think about Statista ... (1/3)



Statista is the first database that caused students to thank me for acquiring a license.

Andrea Lieb, Library Director, Leipzig Graduate School of Management

What others think about Statista ... (2/3)



This is the best product and presentation I have ever seen in this context.

Anselm Nye, Collections Manager at Queen Mary University London

What others think about Statista ... (3/3)



Offering a mind-bending array of statistics that are international in scope [...] there really is nothing else out there like Statista. It is intuitive and straightforward and many of the statistics are easily downloadable. The database makes statistics fun, and how often do we get a chance to say that?"

Library Journal

More than 2000 universities worldwide use the Statista Campus License





CONTACT

Jon Nielsen
Academic Relationship Manager
Statista GmbH
Johannes-Brahms-Platz 1
20355 Hamburg
GERMANY

TEL +49 40 688 93 12 19
MAIL jon.nielsen@statista.com

WWW.STATISTA.COM