

Campus License

Product and Services Description

01. Product Description

About Statista

Statista operates a statistics and data portal, registered under the website www.statista.com, that provides access to statistics and studies on over 80,000 topics and areas of interest.

Contents

Statista allows users to quickly and efficiently access relevant information on a wide variety of markets and industries. Benefits of Statista services include:

- › Industry-specific economic macro data with key indicators of market trends
- › Industry-specific surveys on relevant trends and forecasts
- › Consumer behavior studies

The Statista database is categorized into 22 industry sectors with approximately 600 markets and industries.

Statista collects, evaluates, and publishes key statistics on relevant subjects, providing users with a comprehensive overview of available data on a specific topic.

Sources

- › Government institutions (ministries, departments, statistic offices, etc.)
- › International organizations
- › Journals and publications
- › Market research institutes
- › Consumer study groups
- › Scientific institutions

Cataloguing and Searching

Statista facilitates the search process through the use of keywords, allowing users to quickly and efficiently locate information. Users may also search through statistics of one topic from different sources on the basis of keywords. Users are offered incremental search suggestions, if a search entry starts with a related keyword.

Statista categorizes and organizes statistics using an internally structured catalogue system. A combination of the search and catalogue system links keywords of a specific industry or subject area, providing direct access to relevant information.

Figure: Search Functions

The screenshot displays the Statista website's search interface. At the top, the Statista logo and a 'Welcome' message are visible. A navigation bar includes links to Statistics, Reports, Expert Tools, Infographics, Services, and Global Survey, along with a 'NEW' badge and a 'My Account' link. The search bar contains the keyword 'Apple'. Below the search bar, a 'My search history' section lists previous searches: 'apple', 'the long road to gender equality', 'where women feel they lack equality', and 'how long will economic gender equality take'. The 'Sort by' dropdown is set to 'Relevance', and the 'Location Focus' is 'Deactivated'. The left sidebar shows various categories with checkmarks and counts: Statistics (> 1,000), Forecasts & surveys (66), Infographics (527), Topics (24), Studies & Reports (38), Statista studies (26), Industry & country reports (0), Additional studies (83), Expert tools (280), Consumer Markets (270), Mobility Markets (0), Companies (0), and Publication Finder (BETA). The main content area displays 'SEARCH RESULTS (> 1,000)' with a list of results including 'Google, Apple, Facebook, and Amazon (GAFA)', 'Apple Pay', 'Apple', 'Apple products in the U.S.', 'Apple', 'Google, Apple, Facebook, and Amazon (GAFA)', 'Apple Pay', 'iPad', 'iPhone', 'iPod', and 'iPad'. Each result includes a document icon and a brief description.

Research

Statista is a modern information platform, providing a starting point for the research of quantitative data. In addition to the direct availability of statistics, Statista provides users with the opportunity to directly and efficiently search for and locate sources, studies, and surveys.

Statista analyzes and evaluates quantitative data from numerous professional, scientific, academic, and trade publications of quantitative data and makes them available through its portal. Users have the option to directly identify the source of specific data, allowing continued research from a direct source. In addition to providing a deeper understanding of specific content, this is particularly valuable when further analysis of qualitative information published in the context of quantitative representation is needed.

In addition, users may benefit from references to publications on a specific topic, from the extensive knowledge and experience of Statista's industry experts.

Figure: Representation of Statistics



Implementation and Handling of Sources

Statista provides users with simple and transparent access to all relevant information on a particular statistic, including the naming and description of the original source.

The content of a statistic can only be assessed in the context of its creation and publication; therefore, Statista additionally offers all available meta-information separately.

All available information on the collection of data is included, as well as the object of study, methodology, time period of the study, and the exact location in which the survey took place. In the case of online publications, this includes the direct link to the original source of the statistic.


Through the inclusion of all relevant meta-information, the user therefore has the ability to identify and assess the original source of every statistic. Moreover, this simplifies and facilitates the search for additional information through increased readability.


Figure: Statistic Background Information & Details


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DESCRIPTION

SOURCE

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Source

Statista (Digital Market Outlook)

Survey by

Statista

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Release date

April 2018

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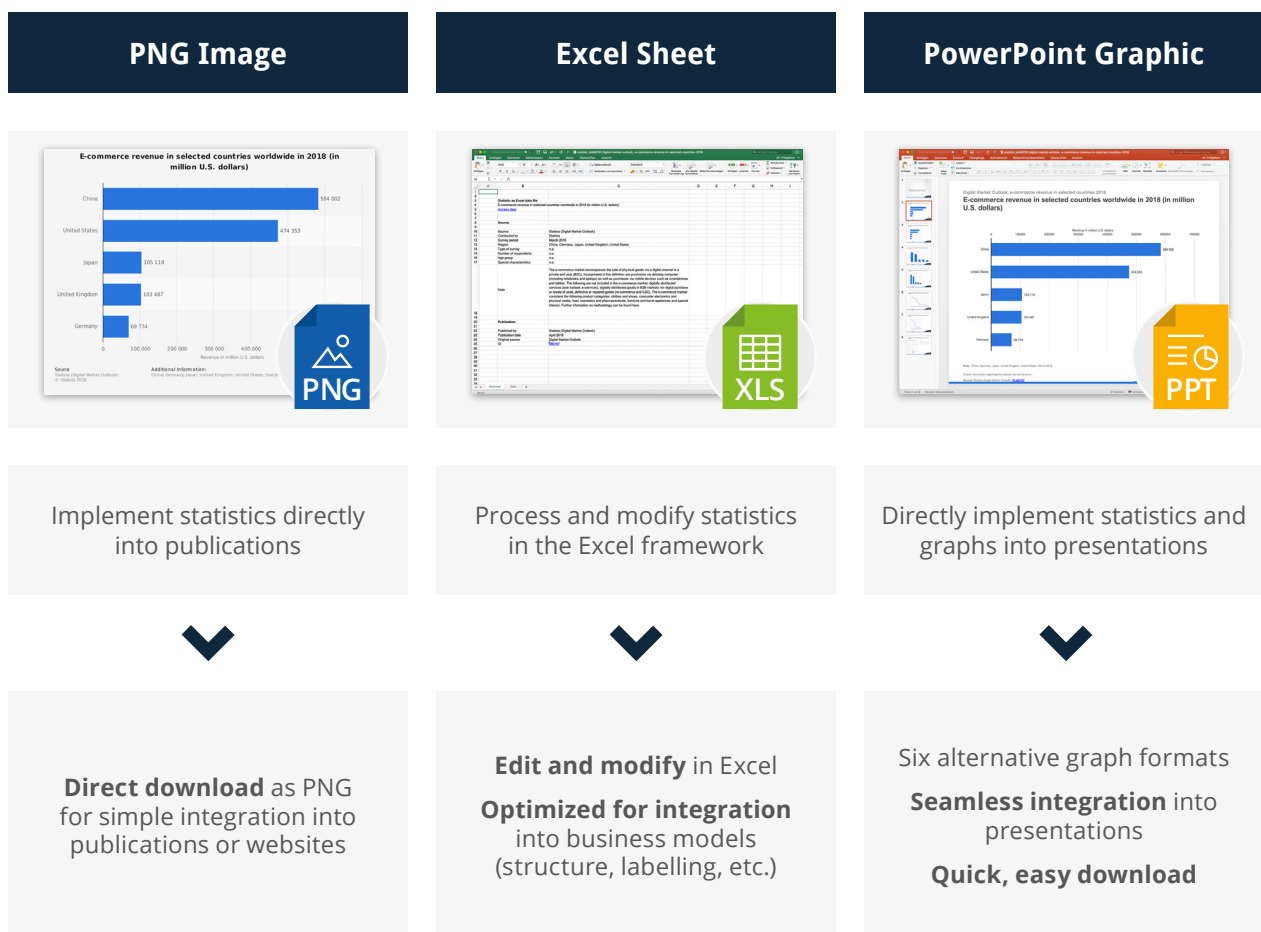
Functions

In addition to the search and retrieval of specific quantitative data, a Statista account offers users the option to download information and statistics in both Excel and PowerPoint formats. Both types of documents include the quantitative information itself, as well as meta-data and all relevant information on the survey and source.

Users can easily and directly integrate statistics into their own analysis or implement them into electronic presentations. Users also have the ability to modify the format and size of graphs and charts, allowing seamless integration into existing projects.

In addition to PowerPoint, users may also download the image as a PDF or PNG file for simple and effective integration into Word documents and other text formats.

Figure: Functions



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Database for studies and sources

In addition to statistics, Statista catalogues a wide variety of relevant studies and sources that help to better understand specific industries or topics. Descriptions and details of studies and sources are provided, as well as links to download the information.

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02. Service Description

The following includes a brief description of services offered by a Campus License.

The complete terms and conditions of Statista, Inc. may be viewed on our website and downloaded as a PDF file..

Services included in a Campus License:

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- ▶ The Campus License allows users to download statistics in PowerPoint, Excel, PDF and PNG formats for all Basic and Premium statistics.
- ▶ The Campus License includes the right to release and publish graphs, PowerPoint charts, and Excel data of all Basic and Premium statistics.
- ▶ The Campus License allows access to all poll and study databases of the Statista platform.

Statista shall issue an annual invoice for a Campus License upon acceptance of our offer. Full payment of the invoice is due 10 business days following receipt of invoice.

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The Campus License subscription does not include research services provided by Statista. Research services and requests are not covered by the Campus License's fees and prices, and are subject to additional fees and requirements.

Technical Notes

Technical requirements for Statista accounts include a recently-updated internet browser (Firefox 3.0.14 or higher recommended). The internet browser must also allow the running of scripts (i. e. JavaScript) from the Statista website.

The number of available statistics may vary. Statistics are not guaranteed to remain on the Statista platform permanently. Not all statistics are available for download in Excel and PowerPoint formats.

Contact Information

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