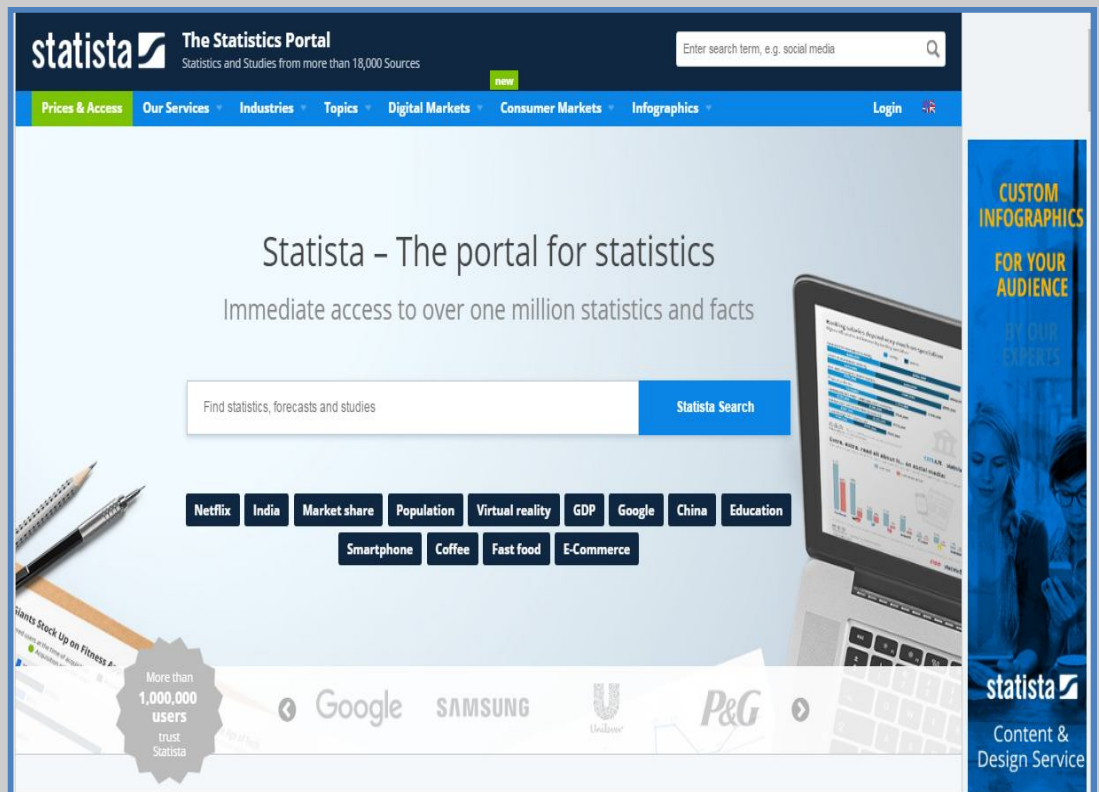


Home Page



Logo



URL

<https://www.statista.com/>

Subject

Statistics

Accessibility

Free

Language

English

Publisher

Statista Inc.

Brief History

Since the launch of the platform in 2008, more than 1,000,000 users have registered with Statista. It started its journey with 200 database and statistical experts and editors. Since the end of year 2011, the website has a free service that provides daily infographics on current subjects from the areas of media and technology for downloading.

Scope and Coverage

It mainly helps to analyze, audit and update statistics. It provides access to data from market and opinion research institutions, as well as from business organizations and government institutions in English, French, German and Spanish. As one of the world's most successful statistics databases, the platform consists over 1,500,000 statistics on over 80,000 topics from more than 18,000 sources. Apart from Statistics, Statista also provides data on market forecasts, white paper studies, dossiers, industry reports, digital market outlooks and consumer market outlooks.

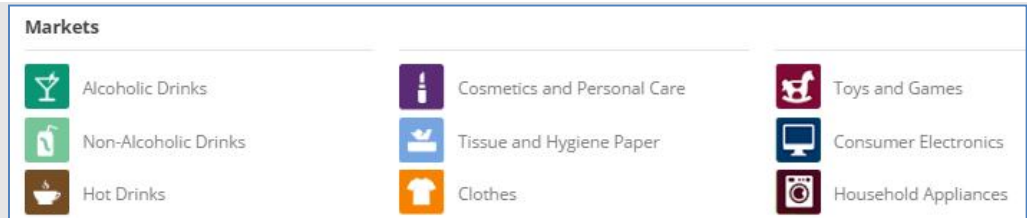
Kind of Information

Statista offers statistics and survey results in the form of bar charts and tables. The main business model of the platform is offering corporate clients, educators and researchers access to quantitative data. This includes, for example, data on advertising, consumer behaviour or separate business fields. These are divided over some 20 industry categories such as e-commerce and mail order trade, media and advertising or society. It is one of the first statistic portals in the world to integrate data onto a single professional platform. Categorized into 21 market sectors, Statista provides companies, business customers, research institutions, and the academic community with direct access to quantitative data on media, business, finance, politics, and a wide variety of other areas of interest or markets.

Industry reports are given including title, photograph, brief description, price, source, document format and free sample etc.

The screenshot shows a product listing for an industry report. On the left, there is a blue icon with a house and the text 'REAL ESTATE' and 'U.S. Industry Reports 2016'. To the right of the icon is a detailed description of the report, mentioning 'forecasts through the year 2020' and 'SWOT analysis'. Below the description is a 'Free Sample' button. On the right side of the listing, there is a 'Industry Report Details' box containing the title 'Real Estate in the U.S. 2016', source 'Statista', pages '50', document format 'PDF', and price '\$425.00'. At the bottom of this box is a green 'Order study' button.

It also gives comprehensive reports & dossiers on over 3,000 industry topics. It provides information on consumer market and the topics can be identified by their respective icons as shown below:



In the market directory, the categories are given including its sub categories with the information on their in-scope and out of scope. Such as : ‘fashion’ gives following result:

| Fashion | |
|---|--|
| in-scope | out-of-scope |
| <ul style="list-style-type: none"> Shoes and shoe care products (e.g. cleaning products) Leather goods (e.g. leather bags, suitcases, purses and briefcases) Clothes Accessories (e.g. hats, scarves and gloves), | <ul style="list-style-type: none"> Outdoor and sports clothing Outdoor and sports shoes Baby and children's clothes |

Topic wise data can be seen in tabular format as seen below:

Facts on iron ore

Tweet [in Share](#)

| Overview | Values | Statistic |
|---|-----------|-----------|
| China leads in iron ore mine production | 353m t | Details → |
| Australia has the largest crude iron ore reserves worldwide | 52,000m t | Details → |

Special Features

- Statista tutorials are given with videos.
- The statistics can be downloaded in excel, PNG, PDF and PPT formats and can be printed directly.
- Infographic newsletters are sent to the subscribed users via e-mail.
- Advance search facility is available.

Arrangement Pattern

Industries are arranged alphabetically as follows:

Industries

Agriculture
Chemicals & Resources
Construction
Consumer Goods & FMCG
E-Commerce

Remarks

Statista is an online statistics, market research and business intelligence portal. Statista is one of the leading statistics companies on the internet. Statista provides users with an innovative and intuitive tool for researching quantitative data, statistics and related information with the help of a team of over 250 statisticians, database experts, analysts, and editors.

Comparable Tools

- World Statistics (<http://world-statistics.org/>)
- Worldometers - real time world statistics (www.worldometers.info/)

Date of Access

13th April' 2017.