

# STATISTA

## GETTING YOUR FACTS STRAIGHT

International platform with special focus on EU, UK, U.S. and Asia



### Statista – One of the world’s largest statistics portals

- ▶ More than 1 million statistics from over 22,500 sources (including both national and international data)
- ▶ Over 80,000 topics in 177 multidisciplinary categories, ranging from agriculture to media and marketing
- ▶ Market data, consumer behaviour, demographics and opinion polls
- ▶ Digital Market Outlook & Consumer Market Outlook
- ▶ 4,500 Statista Dossiers and Industry Reports
- ▶ 41,000 studies & reports from third parties
- ▶ Automatic citation output: APA, Chicago, Harvard, MLA, Bluebook
- ▶ IP access and remote access (EZ Proxy, OpenAthens, Shibboleth)
- ▶ Counter.org usage statistics
- ▶ User and publication rights of all content

### Simple Search in 3 Steps:

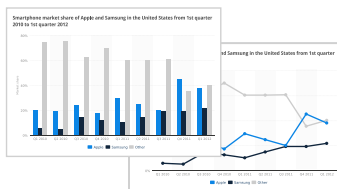
#### STEP 1

Enter search term



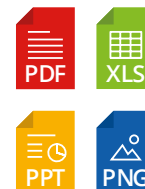
#### STEP 2

Display statistics as a graph



#### STEP 3

Download and insert into presentation



## Good Reasons for Choosing Statista:

- ▶ Students can easily find data for term papers, presentations or theses
- ▶ Libraries offer their users an attractive research tool with a high usage potential
- ▶ Professors and academic researchers use Statista for research and teaching purposes

## What our customers say...



*“With Statista, I immediately get to analysing data, as opposed to searching for it for hours on end. The search function and the user-friendly interface make it particularly appealing - I'm thankful I had Statista to complement my university studies.”*

**Jay Pinho**, Student at Columbia University



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

**Anselm Nye**, Collections Manager, Queen Mary University London



*“Those looking to get a leg up on the competition in local and international markets will find a powerful tool in Statista. Both users with basic questions and anyone seeking to conduct a more in-depth study will discover it makes finding and applying data easy and efficient.”*

**Library Journal** -lehti

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## Contact

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