Statista – General Overview – Video Transcript

This video will provide you with a quick introduction to the database, Statista. Statista is a really great database to start your market research. It's a statistics aggregator so it will pull information from sources like Statistics Canada or other market research firms and package it up in a report or nice chart for you, I have an example of one here showing the number of Starbucks stores worldwide from 2003 to 2019. Statista has data for Canada, the US, and many other countries. They also have some really great forecast outlook tools which I'll show you in this video.

Here is the Statista homepage. At the top here you will see welcome, University of New Brunswick so you know you're logged in through the library. If you do not see this message you need to make sure you go to the library website and access Statista that way.

You have these tabs across the top that show the different areas that make up Statista. I will show you a couple of these later in the video.

We're going to start by doing a search in the search box. I'm going to do a search for ecommerce Canada.

On the left-hand side here, you can see the various information types in Statista. We've got Statistics which are primarily the blue icons and includes charts of statistics, forecast, infographics and topics which give a high-level overview of a topic. The number in brackets indicates the number of search results for a particular information type.

Then we've got studies and reports which are the orange icons. Expert tools which are the green icons. You can use these filters to uncheck any information types you don't want to see in your results.

I'm going to click on this top result which is a dossier looking at ecommerce in Canada. We can see the details here on the right-hand side which tell us this dossier is 106 pages and we're able to download it as a PowerPoint file or a PDF. We can review the table of contents to get an idea of the kind of information in the dossier. You can expand each section by clicking on the heading. As you can see there is quite a bit of information in here covering ecommerce in Canada.

I'm going to go back to our results and take a look at this one of the statistic results. This one looking at ecommerce retail trade sales in Canada looks good. As you can see here on the right-hand side you're able to download this chart in a few different formats. This can be helpful if you would like to use this chart in a presentation or assignment. You just need to make sure you provide a citation for where the information came from, luckily Statista provides you with all of the source information here which makes it much easier. I really like that they also provide you with a source link that takes you to the original source that published this information. This can be a great way to learn more about a topic. In this example, this chart was

created using information from Statistics Canada. You can click the link here and it will take you to this data on the Stats Can website.

The last thing I want to show you in Statista is the Outlook tools. As you can see, there are quite a few different areas we can research – consumer market, digital market, mobility market, countries, technology market, advertising and media, and general industries.

I'm going to take us in to the consumer market outlook tool just to show you how it works, but the same process is used in each of the outlook tools. On this landing page you start with a high-level overview of the consumer market but if you scroll down it further breaks it down in to different segments.

Let's take a look at Household Appliances, Major Appliances, and then Washing Machines.

We're then taken to the outlook for washing machines but you can see here it's defaulting our location to Europe. If you click here you can update the location to Canada, or any other country you might be interested in. Click confirm selection.

At the top we've got the highlights, market definition which is helpful because now we know it includes washers and dryers. And finally, it tells us that non-electric washing machines and professional washing machines are out of scope and not included in this market overview.

You can also click here to change the currency to Canadian dollars. And then we've got a whole overview of the washing machine market in Canada looking at the revenue generated, brand preference, price per unit. Lots of great stuff. You can also download these charts as an image, or download the data to excel, there's also a handy citation tool here as well.

Please contact us at the library if you have any further questions about how to use Statista. We're happy to help.