

Statista Platform

User Guide & Access Instructions
Campus License | Domain Access
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1. About Statista

Statista is a global data and business intelligence platform providing access to statistics, forecasts, reports, and infographics across more than 80,000 topics from over 22,500 sources spanning 170+ industries. As a campus license holder, all students, faculty, and staff at IIM Sambalpur have full access to the platform.

What you get with your campus license:

- Access to over 1 million statistics, forecasts, and data sets
- Industry reports, market insights, and consumer surveys
- Consumer Insights powered by the Global Consumer Survey
- Country and company profiles with global key indicators
- Infographics and downloadable chart formats (PNG, PDF, PPT, XLS)
- Full-text search across all Statista content

2. Accessing Statista via Domain-Based Access

IIM Sambalpur uses domain-based authentication for institutional access. Click on the Login button on the platform (statista.com) and click **“Register Now”**. Select **“Academic”** and enter the required details. Once the users have been registered from our end, each user will receive an activation email from Statista on their institutional email address.

If you are an existing registered user, please log in using the Login button located in the top-right corner of the page. If you have forgotten your password, simply use the Forgot Password option to reset it and continue accessing Statista.

Please follow the steps below to complete the authentication process. Once completed, you will be able to access Statista successfully.

How to Access Statista via Domain-Based Access for New users:

- Step 1: Open the activation email received from Statista.
- Step 2: Click on the activation link provided in the email.
- Step 3: Create a personal password for your Statista account.
- Step 4: Once the account is activated, visit the Statista platform at www.statista.com.
- Step 5: Click on Login.
- Step 6: Enter your registered institutional email address as the username and the password created during activation.
- Step 7: After successful login, you should be able to access the institution's subscribed Statista content.

3. Navigating the Platform

Once logged in, you will see the Statista homepage with several key areas:

- Search Bar: The primary tool for finding data. Located at the top of every page.
- Menu / Navigation Bar: Browse by content type: Statistics, Daily Data, , Insights, Research AI.
- Research AI: Utilize Statista's conversational research assistant to ask questions and receive sourced, traceable answers based on relevant Statista content.

4. Searching for Data

Statista's search is designed to return relevant results quickly.

Basic Search

Type your topic into the search bar (e.g., "electric vehicle market share" or "India GDP growth"). Results are organized by content type: Statistics, Forecasts, Topics, Studies, Infographics, and more.

Filters

- Content type: Narrow results to Statistics only, Infographics, Studies, etc.
- Location: Filter by country or geographic area.
- Year Coverage: Find the most recent data or historical trends.

Search Tips

- Use specific terms rather than broad ones.
- Try different phrasings if initial results aren't ideal.
- Use the content type tabs on the results page to quickly switch between statistics, reports, and forecasts.

5. Working with Statistics & Reports

Statistics Pages

Each statistic page includes: the chart/visualization, a description, the original source with publication date, the survey methodology (where applicable), and supplementary notes. You can view the data as a chart or switch to table view.

Reports

Statista Reports are curated collections of statistics around a single topic. They provide a comprehensive overview and are ideal for research papers, presentations, and market analysis. Full reports can be downloaded as PDF or PPT.

6. Downloading & Exporting Content

With your campus license, you can download content in multiple formats:

Format	Use Case
PNG	High-resolution image for presentations and documents
PDF	Print-ready format for reports and papers
PPT	Editable PowerPoint slide for direct use in presentations
XLS	Data in spreadsheet format for further analysis

How to download: On any statistic page, look for the download icon or the "Download" button below the chart. Select your preferred format. For Consumer Insights data, use the export options within the interactive dashboard.

Citation: Statista provides a ready-made citation for each statistic. Click "Cite" icon on the statistic page to copy the citation in APA, MLA, or Chicago format.