STATISTA: FIND INDUSTRY & MARKET INFORMATION

*To access **Statista** go to the MCC library website, click on the **Databases** tab (beneath the picture), then use the **Databases by Title** menu to select **Statista**.*

Part 1: Default search box

1. Type the name of the industry, product, or service you are researching in the search box and click on **Search**.

2. The next screen displays a list of records. Each record is labeled with the record type (topic, report, statistic, etc.).

3. **Statistic**: Clicking on a record labeled **Statistic** icon opens a chart, graph, table, etc. containing statistical data.

    The record also includes information about the original **source** the data was provided by.

    You can download the data in a number of formats: as a graphic, Excel spreadsheet, PowerPoint slide, or a PDF document.
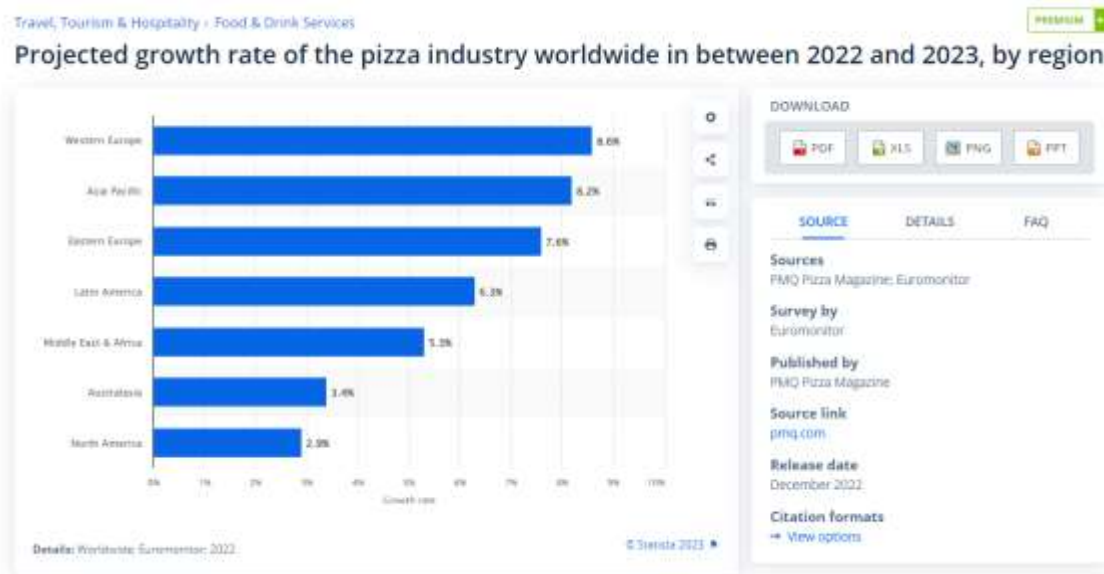
4. **Report**: Clicking on a record labeled **Report** opens a record with a link to a study or report. The record also includes report details such as the **release date**, **total number of pages**, and **Table of Contents**.

    Click on **PowerPoint** or **PDF** to open the report.

5. **Topic**: A record labeled **Topic** provides an overview with links to relevant statistics, reports, and related topics.

6. **Refine your search**: Use the **Refine your search options** on the results page to focus your search results.

    a. For example, changing **Select regional boost** to **United States** limits your results to records relevant to the United States.
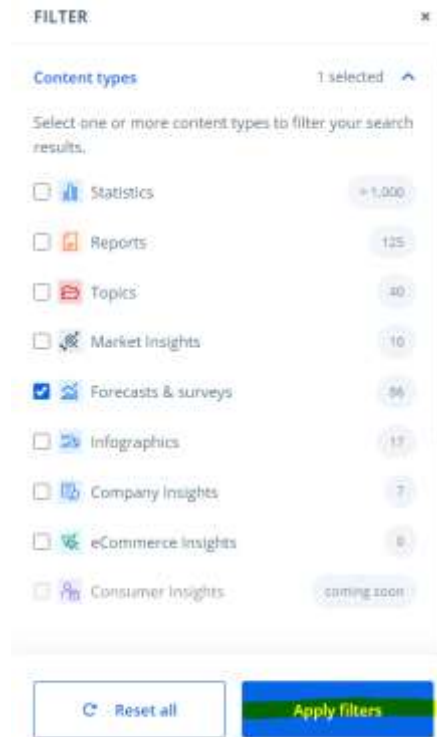
b. Click **More filters** to view other options.
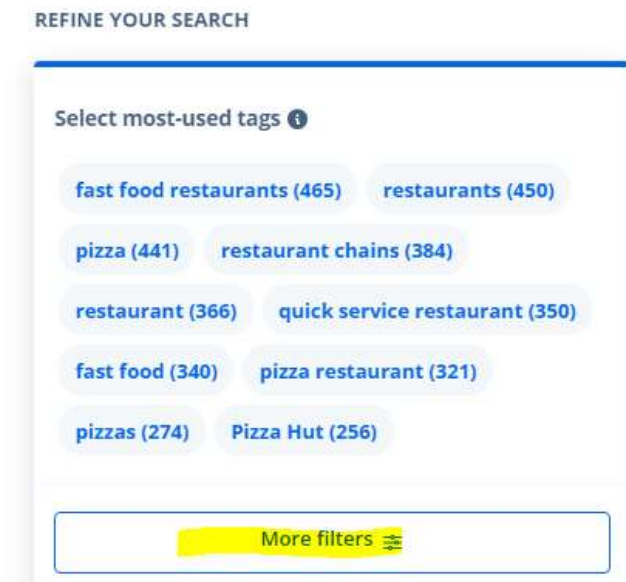
For example, selecting **Content types** lets you limit your results by record type.

Part 2: Browse by Industry

Additional search options are also available. For example, click **Statistics** in the upper left to browse by industry.
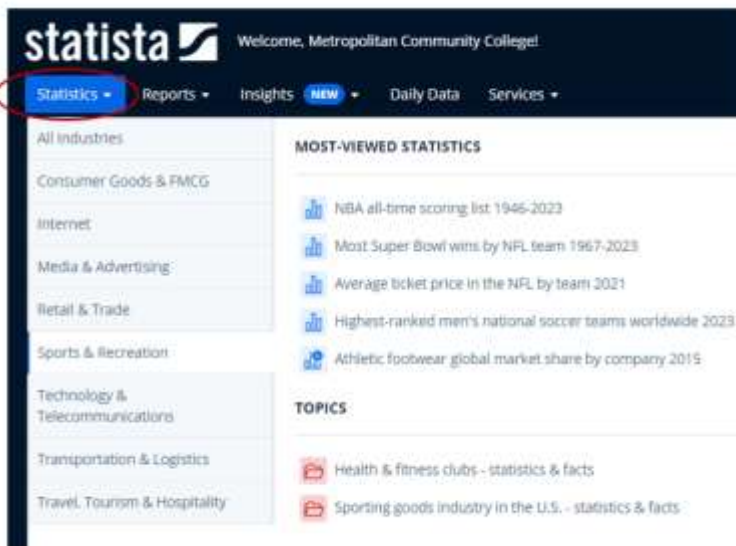
Part 3: Reports

In addition to using the default search box, you can also access detailed reports by clicking the **Reports** link at the top. Then select from the list of categories.
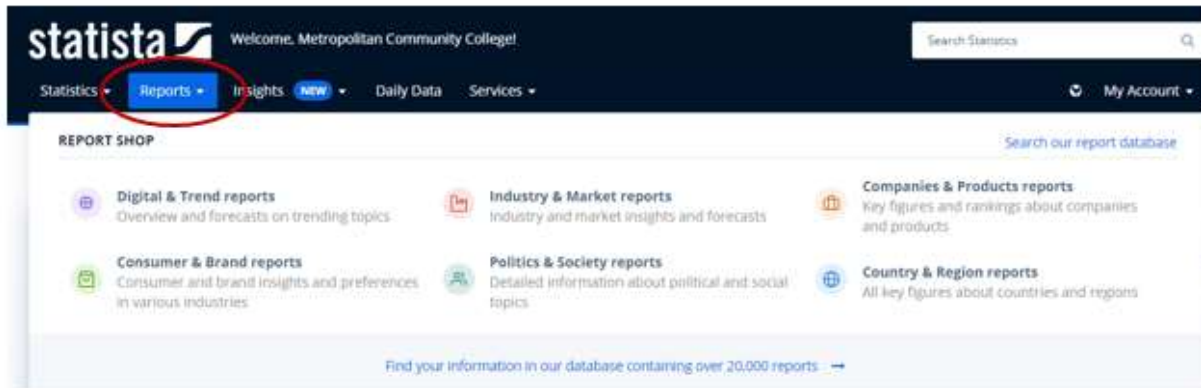
Part 4: Market Insights

Click the **Insights** link to access insights, or in-depth analyses in selected sectors.
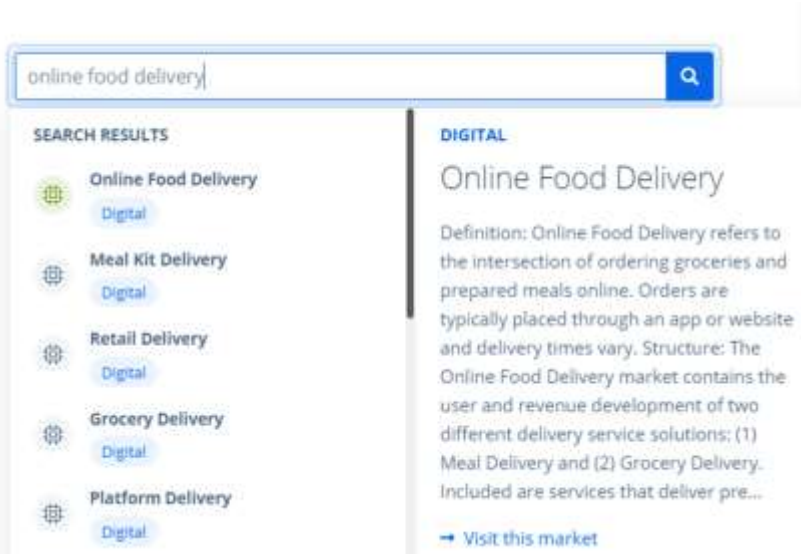
NOTE: The Library's subscription does not include full access to **Consumer Insights** or **eCommerce Insights.**
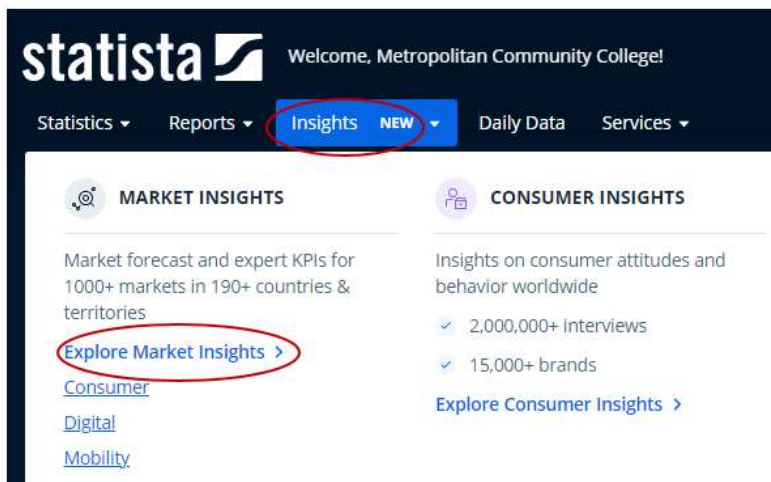
For example, select **Explore Market Insights.**

1. Enter the name of the market you want to research.

2. Make a selection from the search results.

3. The next screen displays detailed information including revenue, users, and key market indicators.

4. If necessary, change **Region** to a specific country or region, such as the United States.

5. Click the links at the top to view additional information, including Reports.