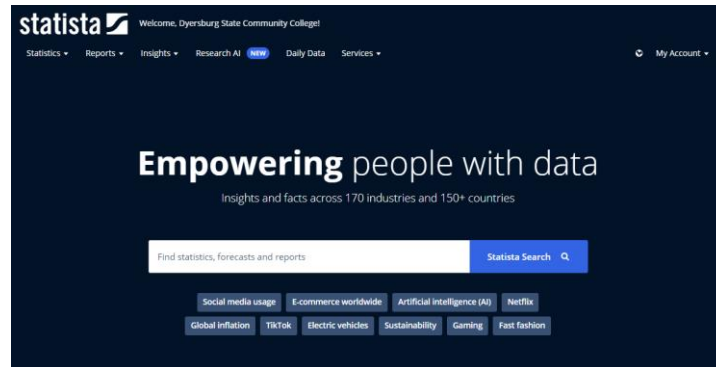


## STATISTA – A New DSCC Database for Research

### What is Statista?



**Statista** is a large database of one million statistics. Response time is fast, and charts and graphics are detailed and easy to read. Toggling within the database is easy.

It is highly user-friendly, and the presentation of all statistics in graphical format is its primary strength. The home page is busy with attention-grabbing visuals and lots of menus, drop-downs, and links. At the top of the page are tags for accessing the database's enormous content, including nine subject categories of statistics, six topical area reports, eight market outlooks, and thousands of company reports, plus infographics and global surveys. There is also a link to "Services," where there are webinars, recordings, tutorials, aids for customizing searches, and tips for creating dynamic visualizations. Search results can be sorted by relevance, date of publication, popularity, and country of origin and can be filtered by industry, date of publication, and region. Users can also select a format type: statistics, studies and market outlooks, or reports. Individual reports include an infographic, a summary of the report and its source, links to other statistics on the topic, related studies, and popular key words for further research. Data in the infographics can be downloaded in PDF, PNG, Excel, and PowerPoint formats.

It offers wide-ranging and robust content, a variety of ways to find the content, sensible links to key reports, and engaging visuals. APA and MLA citations are provided.

### Where is Statista?

Go to [www.dsc.edu](http://www.dsc.edu), under heading of **ACADEMICS**, select **LEARNING RESOURCE CENTER**, scroll down to *Select a Database* box, look for heading **Research & Reference**, select **Statista**, click **Go**.

**Just for fun:** In what country in the world does a McDonald's Big Mac cost the most? (Hint: Search using the words *Big Mac Index* in the search bar.)

## STATISTA – HOW TO USE IT?

**Search Function** – The search page design incorporates many features from previous designs, with the addition of some new and enhanced functionalities.

Overview of the search page

The screenshot displays the Statista search interface. At the top, the Statista logo is on the left, and navigation links for Statistics, Reports, Insights (marked as NEW), Daily Data, and Services are in the center. On the right, there are icons for a mail, a refresh, a star, and a My Account dropdown. Below the navigation is a search bar with the placeholder text "Find statistics, forecasts and reports" and a blue "Search" button. Underneath the search bar, it shows "TOTAL RESULTS: 742,129 results" and a "Sort by: Relevance" dropdown. The main content area is divided into two columns. The left column lists search results, each starting with a "Company Insight" icon and a title like "&Do Holdings: business information and financial KPIs". The right column features a "New search layout enabled" notification with a toggle switch and a link to "Tell us what you think". Below this is a "REFINE YOUR SEARCH" section with a "Select most-used tags" area containing various tags like "revenue (40701)", "forecast (35243)", "industry (35230)", etc. There is also a "More filters" button and a "Select regional boost" dropdown set to "Deactivated".

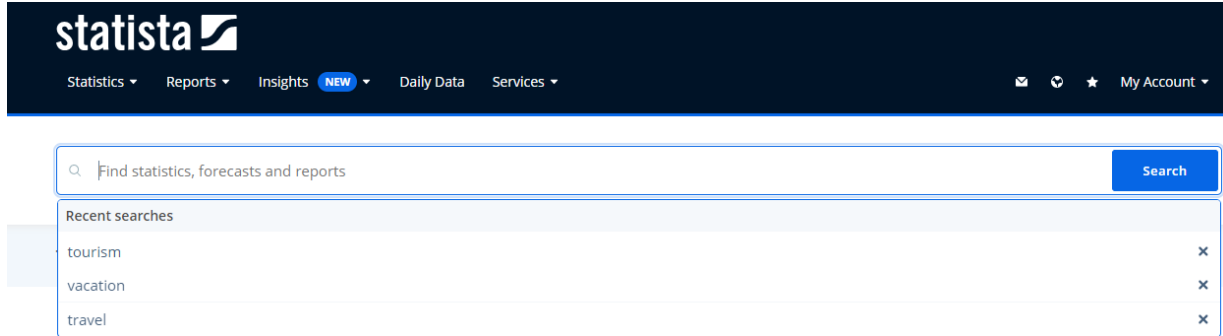
Search Bar

This is a close-up view of the search bar from the Statista website. It features the Statista logo on the left, followed by navigation links: Statistics, Reports, Insights (with a NEW badge), Daily Data, and Services. On the right side of the navigation bar are icons for a mail, a refresh, a star, and a My Account dropdown. The search bar itself is a long, thin white box with a magnifying glass icon on the left and the placeholder text "Find statistics, forecasts and reports". A blue "Search" button is positioned at the right end of the search bar.

The search bar is also enhanced with the following functionalities:

### History

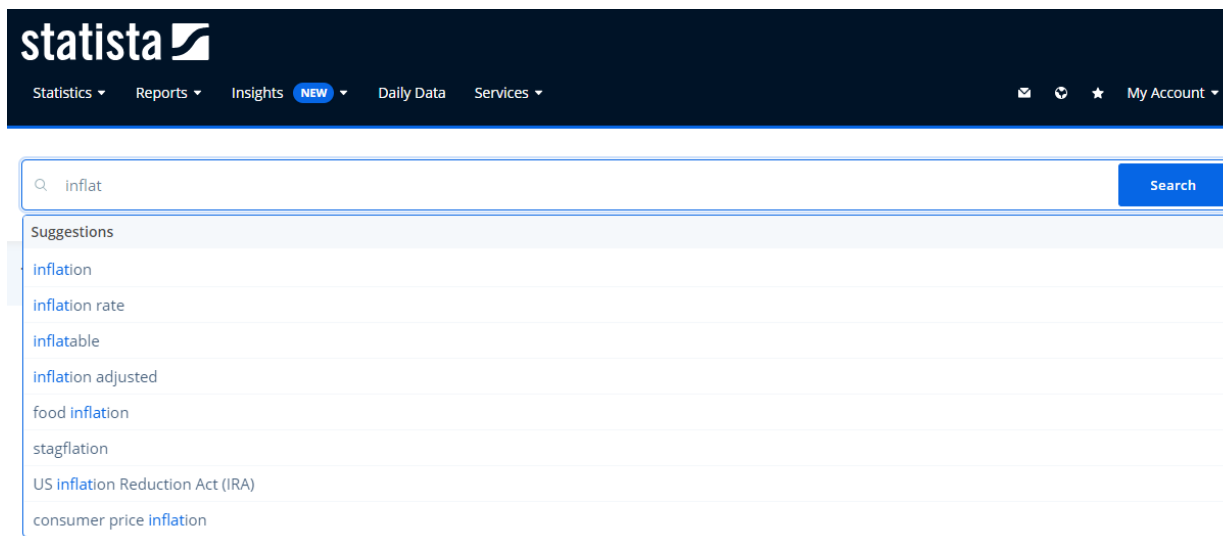
A dropdown containing the latest search history will appear when the search bar is clicked on, accessing your previous searches. If you wish to remove a specific search history entry from the dropdown, click on the delete button (marked with an "X") next to that entry. The search history will then be deleted and will no longer be visible in future dropdowns.



Dropdown of latest search history

### Autocomplete

As you type into the search bar, an autocomplete function generates a list of suggestions for possible search terms. These suggestions are displayed in a dropdown below the search bar, so that you can quickly select a term that best matches your intended search. Upon clicking on any of the autocomplete suggestions, a search will directly be initiated based on the selected term.



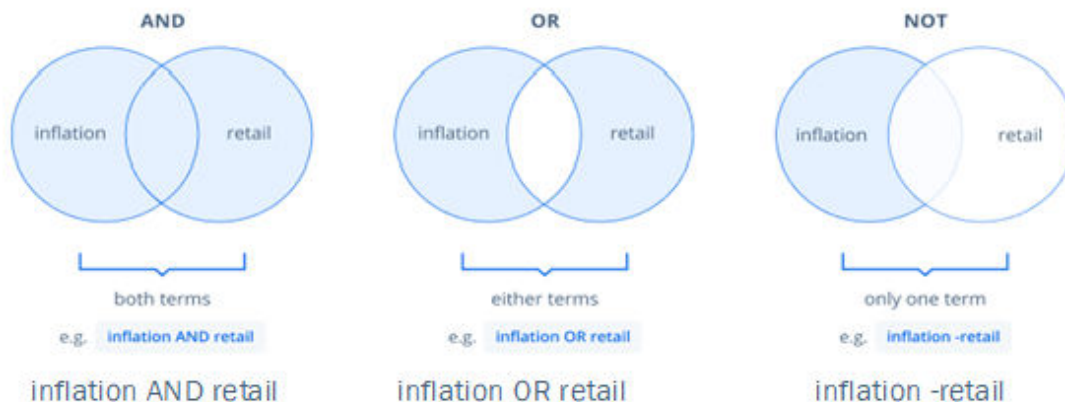
## Searching with Boolean Operators

Our search feature supports using Boolean operators that let you expand or narrow your search parameters such as using AND and OR, which are written in capital letters.

In principle, our search uses the AND operator, which provides results that contain both or all keywords.

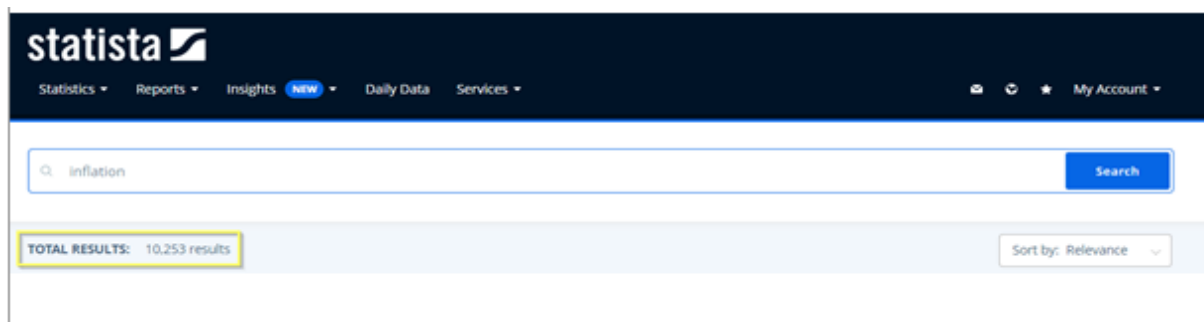
Using OR provides results that contain either keyword.

Furthermore, you can exclude specific words from the search results by using the “NOT” function, indicated by placing a “-“ right before the word you want to exclude, example “inflation-retail”.



## Search Results Counter

Located directly beneath the search bar, the search results counter provides you with an up-to-date count of the number of results found by your current search query. This can provide you a quick gauge as to the relevance of your search and will help you to streamline your search process.



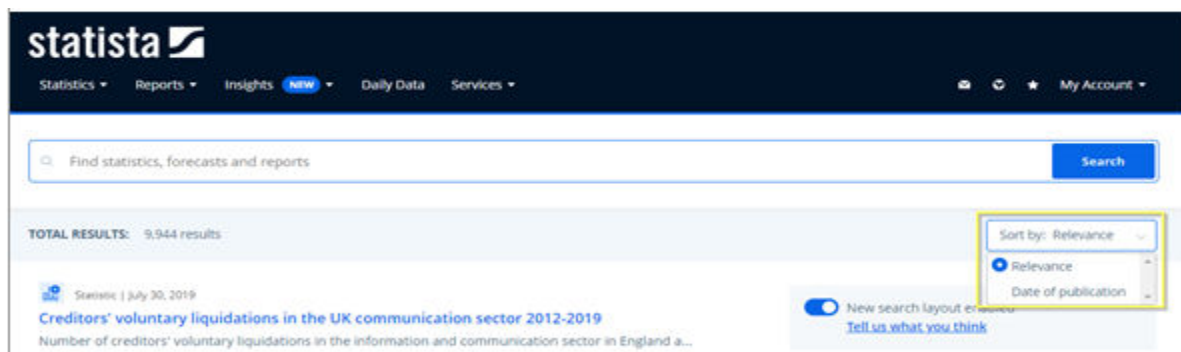
Other features using **Statista** include:

### Sorting Options

There are two sorting options available for search results:

Sort by relevance (default): This option will display the search results that are the most relevant to the entered keywords at the top of the list, helping you find the most prominent result to your search query.

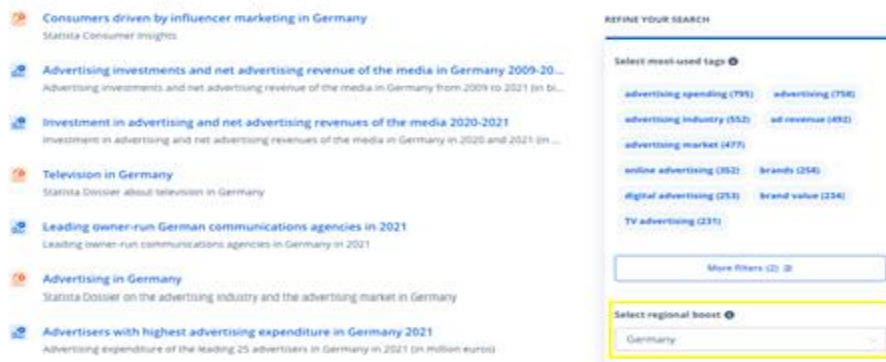
Sort by date of publication: The most recently published content will be prioritized and shown at the top of the search results. This is especially useful if you are looking for the most up-to-date information.



### Regional Boost

Content from your region is prioritized by default if your region is available on the list. When you are logged in, the region specified in your profile will be used, whereas a location based on your IP address will be used if you are a logged out user.

This boost doesn't act as a filter; rather, it affects the order that the results are displayed, giving priority to those that are related to the selected value. If desired, you can modify the dropdown selection to view results about another country at the top of the list.



*Compiled by Dean Susan J. Charley, 6/4/2024  
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