Discover Statista

Rich in resources, Statista is one of the world's largest portals for statistics and market data. This database provides access to over 1.5 million statistics, forecasts, reports, studies, and infographics.

Let's take a look at how to access it and, above all, understand how it works !

1. Access Statista

Go to bibliotheque.cyu. Click on the "Databases" tab, located just below the search bar. The databases are listed in alphabetical order. Click on the "S" and select "Statista." Enter your ENT credentials to log in. For greater accessibility, a French translation of the database is also available.

2. Discover Statista

• **The "Statistics" section** allows you to explore statistical resources by industry : consumer goods and consumer products, e-commerce, economics and politics, energy and the environment, the Internet, technology and telecommunications, transportation and logistics, travel, tourism, and hospitality.

The banner provides direct access to the most viewed statistics and highlights certain thematic topics.

These topics open with a brief presentation of the subject, followed by statistical data organized by area. Clicking on these suggestions takes you to a new page presenting graphical data and other statistical suggestions. Each page you visit allows you to jump to other statistical data related to the subject. Hovering your mouse cursor over the graph highlights the data.

• It is also possible to search by keyword. **Search engines** can be found at the bottom of the page or directly at the top right of your screen.

- **The "Insights" section** provides general knowledge on a specific topic or market.

- Statista also offers search **assistance using artificial intelligence via a chatbot**. After writing a prompt, the chatbot provides an answer along with the sources used to arrive at its response. It is also possible to select from suggested prompts: clicking on "edit prompt" inserts it directly into the text field for modification. Click on "Send" to send the prompt as is.

Now you know how to use Statista !