Statista – UEA Library Guide

Introduction
Statista is a great resource for getting statistics and information on industries, companies and countries. You can search or browse for different statistics, and they are also compiled into longer reports on particular subjects. It is easy to download graphs and visual interpretations, as well as the raw data for analysis in Excel.

How to access Statista from UEA Library
1. Go to the Economics Subject Guide: uea-uk.libguides.com/economics and scroll down to the Market reports and insights box.
2. Click the link to Statista and then follow the on screen instructions

Help and guides
You can view Statista help guides or contact the company directly on the following website: www.statista.com/help
If you do not find the answer to your questions on the help site then please get in touch with either your academic librarian – Doug Broadbent-Yale: d.broadbent-yale@uea.ac.uk or Library Electronic Services: eservices@uea.ac.uk

Referencing
All the statistics are taken from other sources and Statista makes it easy to reference where you got your information from, just look for the speech mark symbol: “ at the side of each graph.

Tips
Use the export functions to quickly make PowerPoint slides from the graphs and tables, or to get the raw data into Excel for your own analysis and charts.
Use the Business Plan Export function to create a spreadsheet for your business plan, with comparison data for other companies and space to fill out your own information
Outlooks on different industries, companies or countries could be used for adding predictions to your assignments, backed up by expert analysis.
Reports can be useful for finding detailed information on a particular topic or business.

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