**Useful for trial promotion**

[www.statista.com](http://www.statista.com) is one of the largest statistical databases worldwide and covers statistical information to over 80.000 topics. Underline your argumentation in your academic project with statistical facts with just three clicks. The intuitive keywork search leads you to a range of statistics that can be downloaded and directly implemented into your presentation.

**This is what statista is about**: <https://spaces.statista.com/946dd62ec24547d6be5b508161d684ad.mp4>

Statista offers different expert tools:

**C**[**ONSUMER INSIGHTS**](https://www.statista.com/global-consumer-survey?from=%252Fglobal-consumer-survey%252Fsurveys)**:** https://www.statista.com/global-consumer-survey?from=%252Fglobal-consumer-survey%252Fsurveys

Understand what drives consumers

-        1,700,000+ interviews

-        countries & territories

-        3.4bn.+ consumers represented

-        14,500+ international brands

-        50+ industries & topics

Draw insights on consumers from industries and markets worldwide. Covering the offline and online world, the Statista Global Consumer Survey offers a global perspective on consumption and media usage.

Compare global and regional trends in consumer behavior worldwide: The Global Consumer Survey is conducted in more than 55 countries and territories with up to 60,000 respondents per country and update.

Discover more than 50 industries and topics from the online and offline world. From eCommerce to nutrition and smart home to travel, plus many more - collect a wealth of insights from the markets that are most important to you, with the Statista Global Consumer Survey.

Tutorial: <https://vimeo.com/user59385750/review/510580006/8de01090fa?sort=lastUserActionEventDate&direction=desc>

**COMPANY Database - COMPANY INSIGHTS:** https://www.statista.com/companies/about

Gain insights into over 60 million companies

Find relevant information on more than 60 million privately held and over 50,000 stock-listed companies worldwide. See the most important business information at a glance and get a grasp on industries.

Statista provides company profiles with just one click. Get detailed information and instant access to over 20 KPIs.

-        Get deep insights – quick and easy

-        Key company metrics

-        Profitability and liquidity metrics

-        Stock performance metrics

-        Direct Competitor analysis

Tutorial: <https://youtu.be/LZWK_RuBCWA>

**eCommerce Insights:** https://ecommercedb.com/

The eCommerce Insights provides detailed information for 28,000 stores in 57 countries, including detailed revenue analytics, competitor analysis, market development, marketing budget, and interesting KPIs, such as traffic, shipping providers, payment options, social media activity and many more.

Methodology: <https://ecommercedb.com/en/methodology>

Tutorial:

<https://spaces.statista.com/ad7a453ec82643fe99b649e2ac10c329.mp4>