

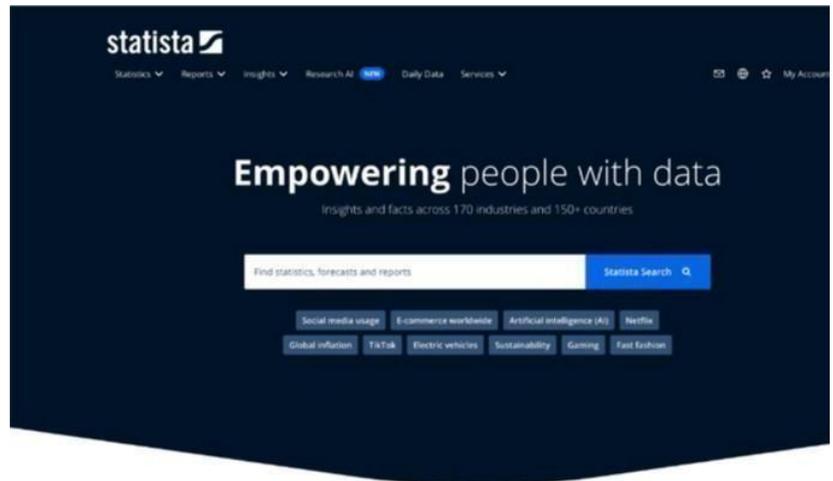
STATISTA

User Manual



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

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statista 

Statista Campus License – User Manual (Academia)

1. Introduction

The Statista Campus License provides students, faculty, and researchers with institution-wide access to Statista’s trusted statistics, reports, and insights. This guide explains how to access the platform and use its key features effectively.

2. Accessing Statista (On/Off Campus)

On-Campus/Off-Campus:

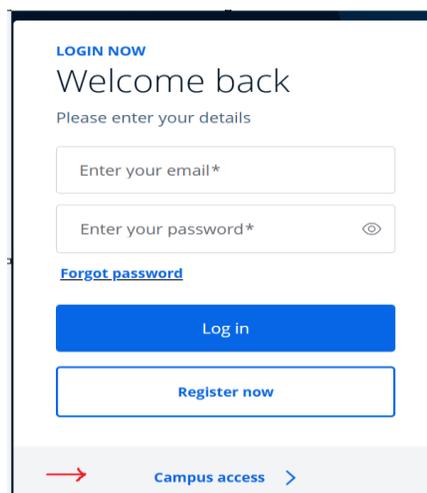
Mode of access - Single Sign-On (SSO)

Single Sign-On (SSO): Once you click on the below link, it will re-direct you to your Google Login page. Use your Google login credentials to authenticate and it will redirect you to Statista upon successful authentication.

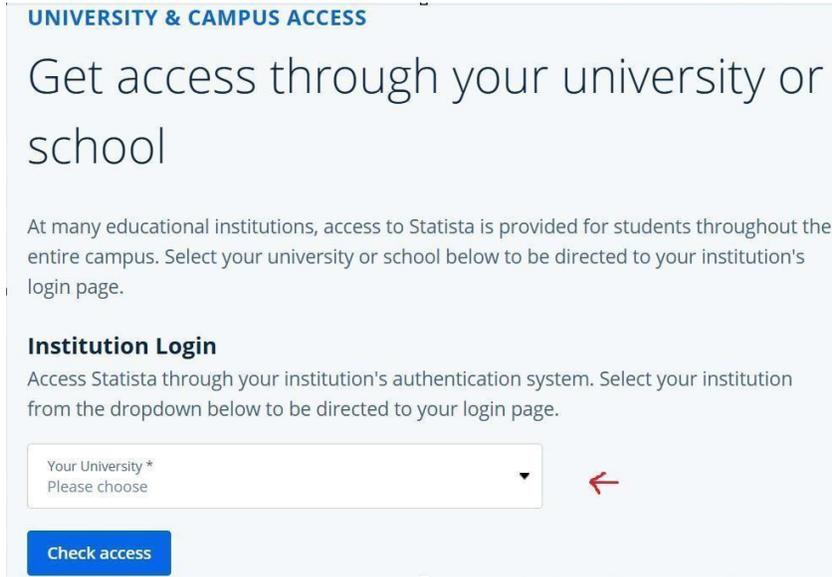
Link: <https://www.statista.com/sso/login?connection=indian-institute-of-management-indore>

ALTERNATIVELY

Steps: 1. Go to www.statista.com. 2. Click Login → Campus Access.



3. Select or search for your institution.



4. Log in using your Google Login credentials.

Tip: If you experience access issues, please contact your library or IT helpdesk.

3. What You Can Find on Statista

With the Campus License, users can access: - Statistics: Global data across industries, markets, and topics - Reports: Market, industry, and country reports - Charts & Infographics: Ready-to-use visuals for presentations and assignments - Sources & Methodology: Transparent references for academic citation



4. How to Search Effectively

- Use the search bar at the top of the page to enter keywords (e.g., industry, country, topic).
- Apply filters to refine results by region, time period, or content type.
- Use related links and topic pages to explore broader context.

The screenshot shows the Statista website interface. At the top, the Statista logo is on the left, and the user's account information 'You are using the account of Himanshu Dargan' is on the right. Below the logo are navigation links: Statistics, Insights, Research AI (highlighted in blue), Daily Data, and Services. On the right side of the header are icons for email, globe, star, and 'My Account'. A search bar is located below the header, containing the text 'US Tariffs' and a blue 'Search' button. Below the search bar, it shows 'TOTAL RESULTS: 1,429 results' and 'Sort by: Relevance'. To the right of the search results is a 'REFINE YOUR SEARCH' section with several filter categories: Content types, Accuracy, Location, Industry, Publication date, and Archive. Below this is a 'FILTER BY TOP TAGS' section with tags like 'electricity prices', 'electricity', 'electricity market', 'tariffs', 'trade tariffs', and 'electricity costs'. The main search results list includes several items, such as 'Import tariffs between China and the U.S. compared to ROW 2018-2025' and 'U.S. tariffs - statistics & facts'.

5. Using Data for Academic Work

Downloads & Export Options

Depending on your license rights, you may: - Download charts as PNG, PPT, or XLS- Export data tables to Excel.

Import tariffs in bilateral trade between China and the United States compared to the rest of the world from January 2018 to November 2025



Citations Academic Integrity

- Each statistic includes a source reference.
- Always cite Statista and the original data source in your work.

Import tariffs in bilateral trade between China and the United States compared to the rest of the world from January 2018 to November 2025



6. Responsible Use

The Campus License is for academic teaching, learning, and research purposes only.
- Do not share login credentials.

7. Help & Support

If you need assistance: - First contact your library or institutional administrator.