



# Global Consumer Survey

Step-by-Step Tutorial

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October 2018

**statista** 

# DIY analysis with the Statista Customer Cloud®

Customer Cloud® – introduction

## Statista online do-it-yourself analysis tool

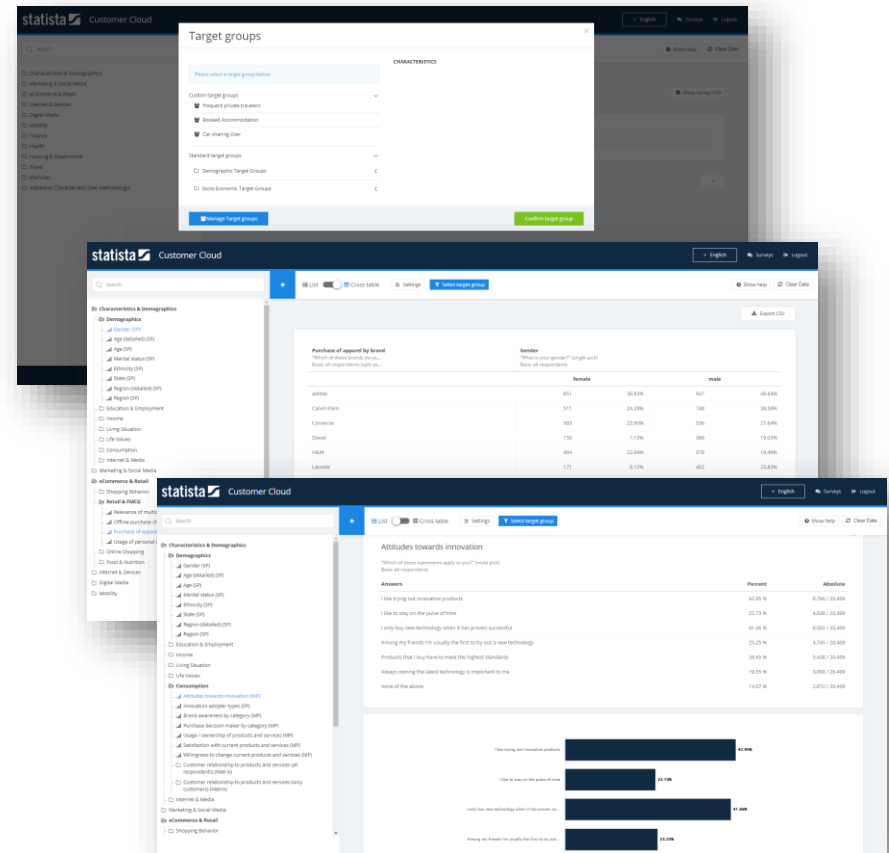
The customized Statista Customer Cloud® is an interactive online evaluation tool: via mouse click you can carry out your own evaluation of the data available in the database.

Users can select their own criteria to create cross tables and customized target groups in order to analyze the available data with focus on their specific research question and marketing activities. All tables can be downloaded directly for further use in a CSV file format.

## Browser-based solution

Features of the browser-based Statista Customer Cloud®:

- DIY online analyses
- Export in CSV format
- Cross-tabulation
- Filtering and selection of specific target audiences



Q

Search

- Characteristics & Demographics
- Gender

Demographics

Education & Employment

Income
- Living Situation
- Size of community

Type of community

Current living situation

Rented vs. owned living situation

Appartment vs. house living situation

Household size

Children below 14 years in household
- Life Values
- Consumption
- Internet & Media
- Typologies
- Marketing & Social Media
- eCommerce & Retail
- Internet & Devices
- Digital Media
- Mobility
- Finance

←

Global

Select

Size of community

Manage Target group

Size of community

"How big is the town you live in?"  
Base: all respondents

Answers

under 5,000 inhabitants

5,000 to 20,000 inhabitants

20,000 to 100,000 inhabitants

100,000 to 500,000 inhabitants

# STEP-BY-STEP TUTORIAL

# Customer Cloud® – Step-by-step tutorial

01 Getting started

02 Exporting data

03 Lists and cross tables

04 Adjusting style

05 Target groups

# Make the most of the data for your analysis

## Customer Cloud® – 01 Getting started

### Selecting a country

When logging in to the Global Consumer Survey you are forwarded to our browser-based analysis tool: the Statista Customer Cloud®. As a first step, you are able to select the data set you are interested in: by topic, target group or – most importantly – by country. For each country, you will see the number of respondents interviewed at first glance.

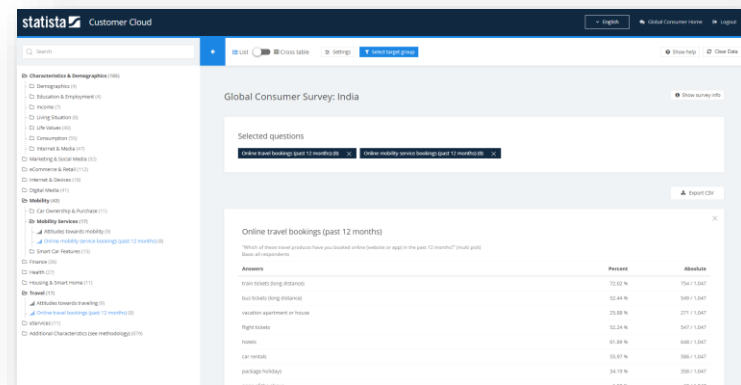
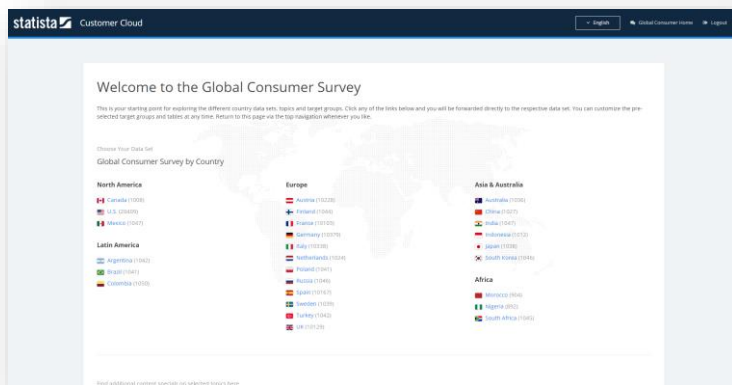
By clicking the name of a country, you will be forwarded to the data of this individual country. Each country contains the same set of indicators, so by taking a first look, you already understand the structure for every other country as well.

### Navigating the research topics

The navigation bar for indicators is located on the left-hand side of your screen. The number of indicators for each topic is displayed. To see the indicated data, simply click on the indicator you are interested in.

To search for a specific item or field of interest, you can use the built-in search function. Simply enter a search string and receive all the indicators included in the survey matching your query.

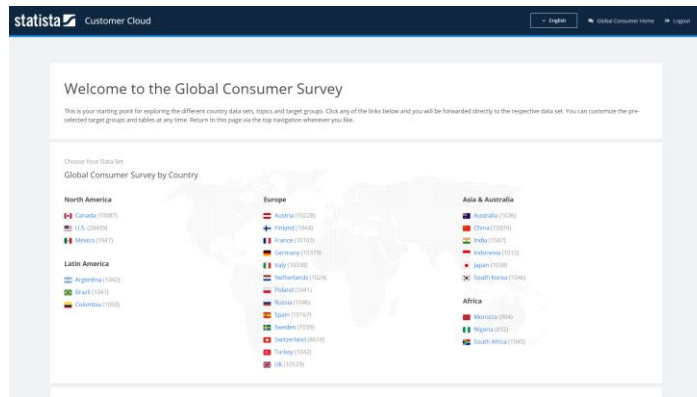
You may exclude selected indicators by either re-clicking on them in the side navigation or deleting them from the 'Selected questions' section. To start a new analysis, use the "clear data" button in the upper right corner and start over with an empty screen.



# 01 Getting started

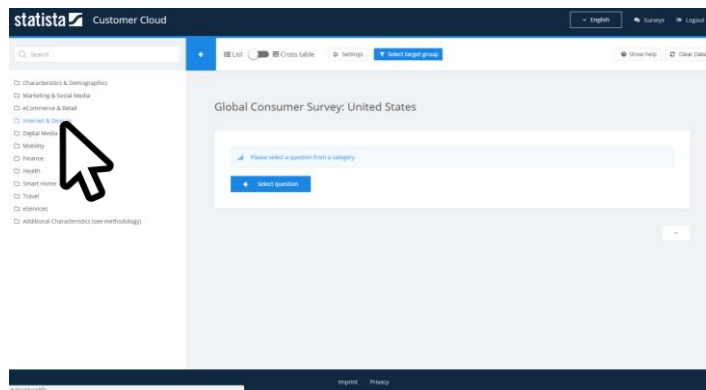
## Customer Cloud® – Step-by-step tutorial

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- Visit [statista.com](https://www.statista.com) – if you are not automatically logged in, please log in using your personal access data
- Use the top navigation to open '[Global Survey](#)', you can also bookmark this page
- When you click on 'Browse the Global Consumer Survey now', the page will open in a new tab and you will automatically be logged in
- You will see an overview of all the available datasets by country
- Click on a country to start exploring

2

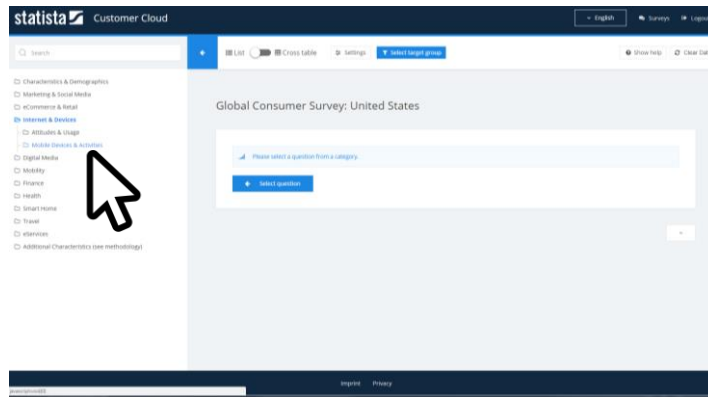


- Select the topic you are interested in from the sidebar navigation by clicking on it

# 01 Getting started

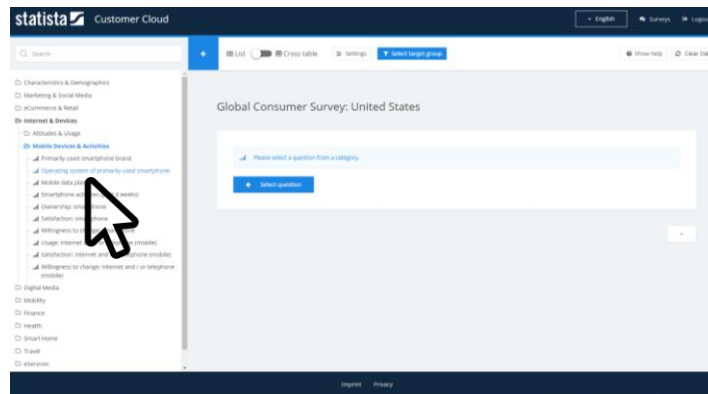
## Customer Cloud® – Step-by-step tutorial

3



- Select the subtopic you are interested in from the emerging list in the sidebar navigation by clicking on it

4



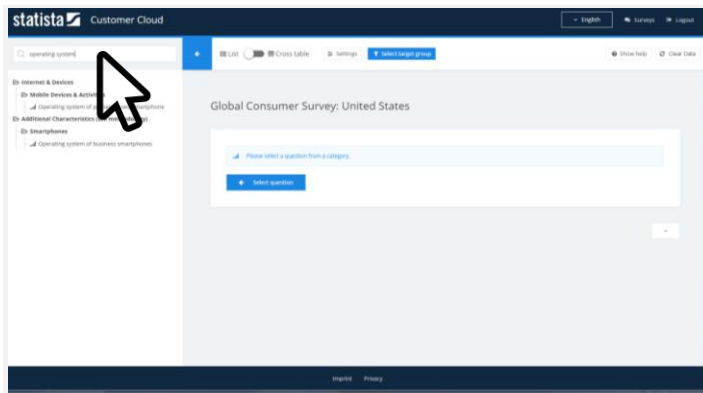
- Choose your indicator of interest by clicking on one of the points from the menu with a statistics icon at the beginning



# 01 Getting started

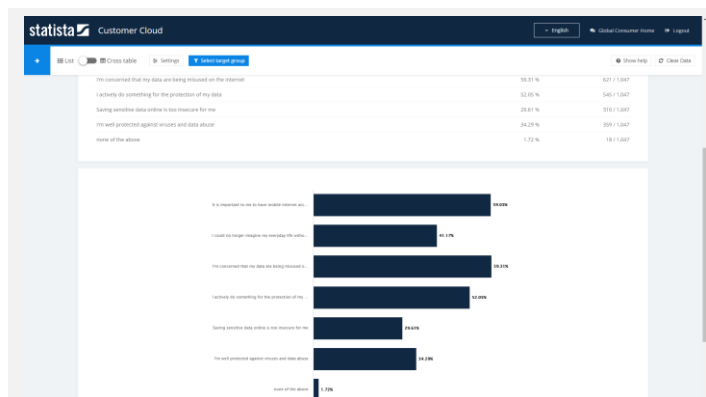
## Customer Cloud® – Step-by-step tutorial

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- To search for specific topics you can also use the search bar on the top of the sidebar navigation
- Type in your keyword and you will see a filtered list with all indicators matching your search string

6

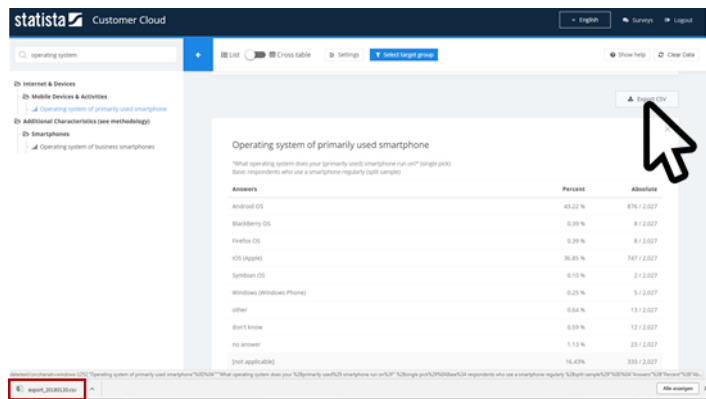


- Once you have selected one or more indicators, the right-hand side of the screen will show data tables
- If you select one indicator only, a graph will be displayed below the table
- Each table starts with the indicator name and the exact wording that was used in the questionnaire
- 'single pick' signals that respondents were able to choose one answer per question while 'multi pick' signals that multiple answers could be chosen

# The data export enables you to analyze in-depth

Customer Cloud® – 02 Exporting data

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statista Customer Cloud

operating system

Table List Cross table Settings **Export CSV** Show help Clear Data

Internet & Devices

Mobile Devices & Activities

Operating system of primarily used smartphone

Additional Characteristics (see methodology)

Smartphones

Operating system of business smartphones

Operating system of primarily used smartphone

What operating system does your (primarily used) smartphone run on? (single pick)  
Base: respondents who use a smartphone regularly (split sample)

Answers	Percent	Absolute
Android OS	43.22 %	876 / 2,027
BlackBerry OS	0.99 %	8 / 2,027
Firefox OS	0.99 %	8 / 2,027
iOS (Apple)	36.85 %	747 / 2,027
Symbian OS	0.10 %	2 / 2,027
Windows (Windows Phone)	0.25 %	5 / 2,027
other	0.64 %	13 / 2,027
don't know	0.99 %	12 / 2,027
no answer	1.13 %	23 / 2,027
(not applicable)	14.43%	293 / 2,027

Export CSV

- The 'Export CSV' button on the upper right corner of your table will download a file that contains all the tables visible in the right-hand area of the screen
- The file is in comma separated values format and can be opened in Microsoft Excel or any other compatible program

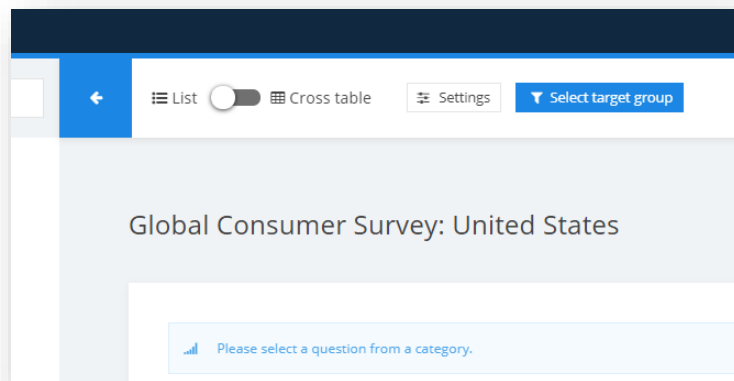
# Combine indicators within a cross table

Customer Cloud® – 03 Lists and cross tables

## List mode vs. cross table mode

By default, the data are displayed in list mode. You can switch to the cross table mode by using the according slider in the top tool bar. The cross table mode allows you to analyze the data from different angles and get the answers to more complex research questions.

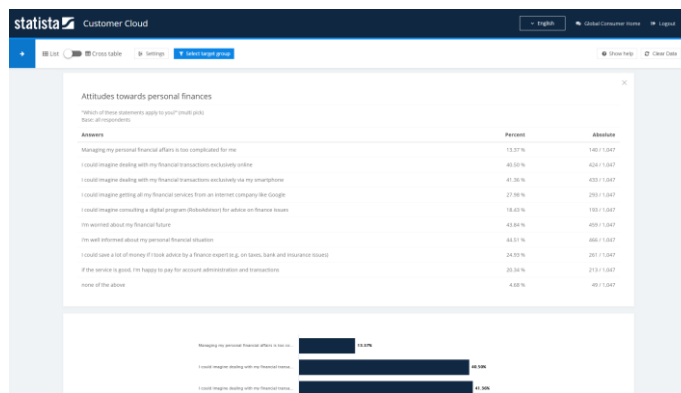
In cross table mode you will get the total numbers and the column percentage for your selected indicator combination. To switch rows and columns, rearrange your indicators in the 'Selected question' section.



# 03 Lists and cross tables

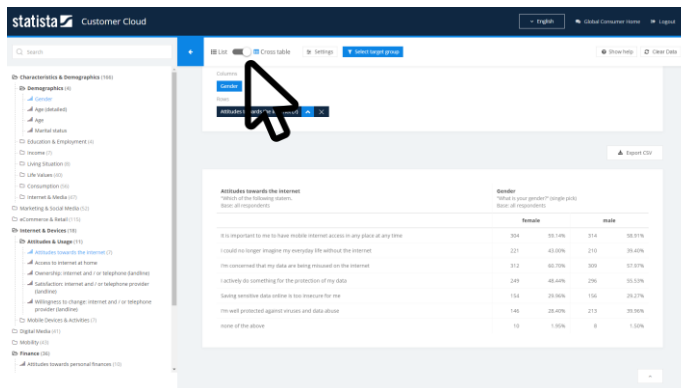
## Customer Cloud® – Step-by-step tutorial

1



- By default the data on the right-hand side of the screen are displayed in 'list mode'
- In list view, each table has three columns: 1. the categories/answers 2. the percentage of respondents per category/answer and 3. the number of respondents

2



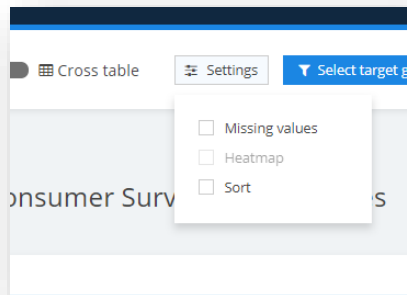
- Selecting more than one indicator from the sidebar navigation allows you to switch to 'cross table' mode at the top of the screen
- In cross table mode, the data in the right-hand section of the screen will switch to tables with one variable in the upper row and one in the left columns
- Single cells show the number of cases matching both variables as well as the percentage by column
- Please note: To switch rows and columns use the little arrow next to the row variables

# Adjust the style and content to your preferences

Customer Cloud® – 04 Adjusting style

## Settings menu

There are different options to have the data displayed. You can access them via the settings button on top of the page.



If you want to change your settings, just click the preference manual and change the style for missing values, heatmaps and sorting.

## Missing values

Some questions are not shown to every respondent, e.g. the question about one's car make was only shown to car owners. By default, you will see the data of those who responded to the question.

4 to 10 hours
11 to 15 hours
16 to 20 hours
21 to 25 hours
more than 25 hours
prefer not to say
[not applicable]

You can create the percentage of the general online population by checking 'missing values' in the settings bar. The remaining respondents will be labeled 'not applicable'.

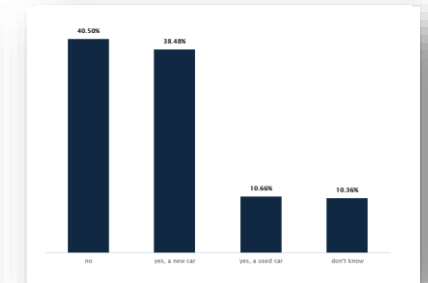
## Heatmap

The heatmap feature works only in cross table mode. It highlights the highest values and makes patterns in the data visible at first glance.

Gender "What is your gender?" (single pick) Base: all respondents				
	female		male	
	284	27.10%	496	50.66%
	120	11.45%	96	9.81%
	514	49.05%	307	31.36%
	130	12.40%	80	8.17%

## Sort

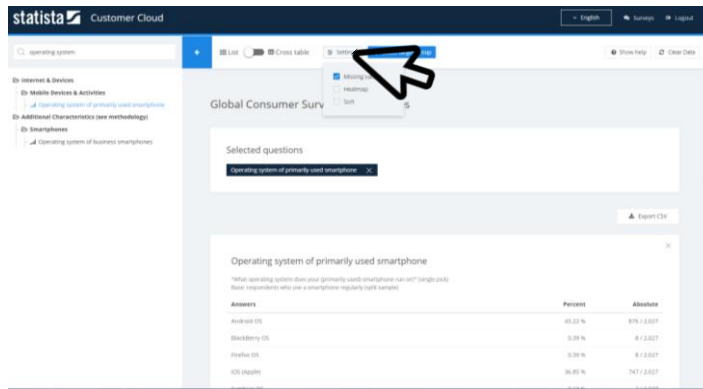
If you want to display the answers to an item in descending order, choose 'Sort'. This setting applies to both the list view as well as the bar charts, but has no effect in the crosstab view.



# 04 Adjusting style

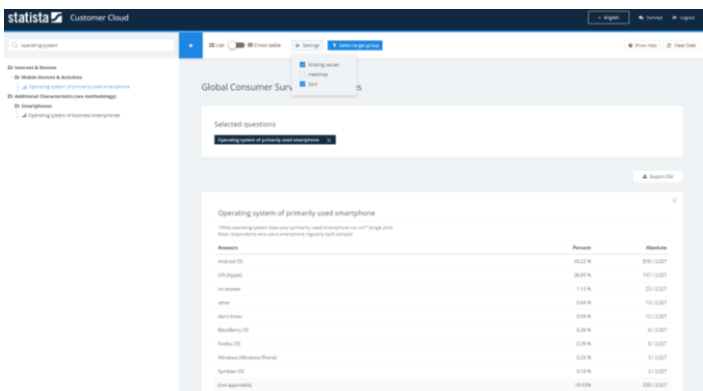
## Customer Cloud® – Step-by-step tutorial

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- To further adjust the style of your results hover over the 'Settings' button at the top of the screen
- An additional pane with options will open

2

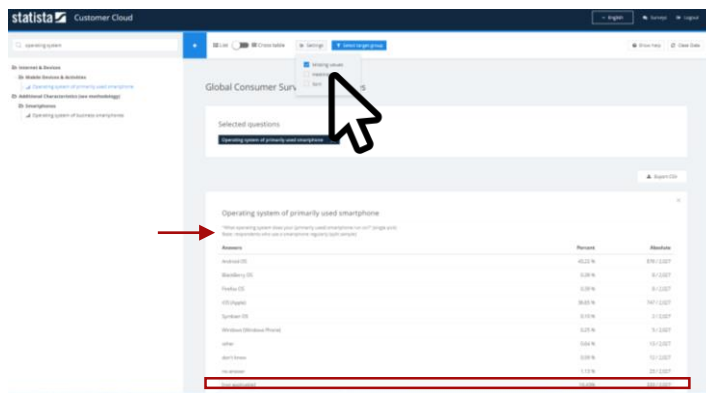


- The 'Sort' option will sort the data in a descending order to depict the highest values at the top of your table
- This option has no effect in cross tab mode

# 04 Adjusting style

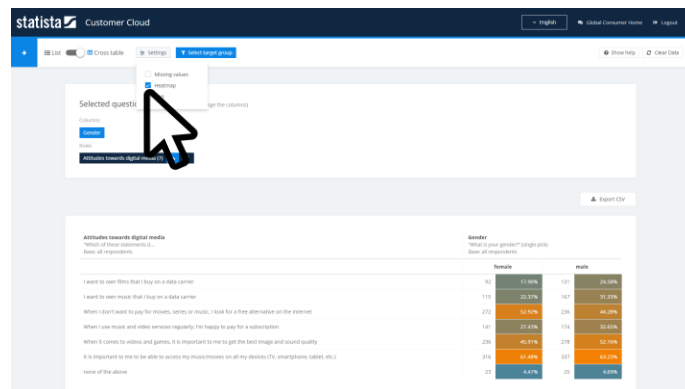
## Customer Cloud® – Step-by-step tutorial

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- The 'missing values' option determines the basis for the calculation of percentages
- When 'missing values' is selected, the category '[not applicable]' will be shown and all percentages refer to the total number of respondents
- Else the percentages will refer only to those respondents who qualified for the item

2



- To help you discover high/low values in a large cross table faster, you can enable the 'Heatmap' mode under 'Settings'.
- The colors indicate the responses for each item.

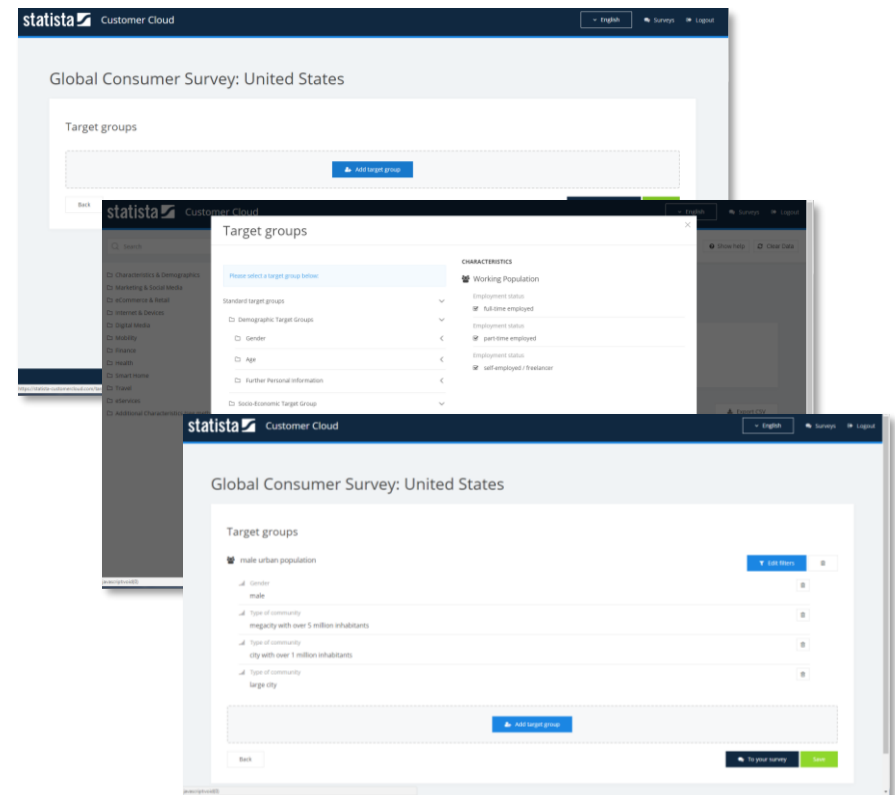
# Use custom target groups to personalize your analysis

Customer Cloud® – 05 Target groups

## Adding custom target groups

The Global Consumer Survey enables you to select or build your own target groups. To create an individual target group, you can browse through all available indicators – from our demographic information to behavioral and attitudinal data. To build the subsegment exactly the way you need it, you can add as many characteristics as you like.

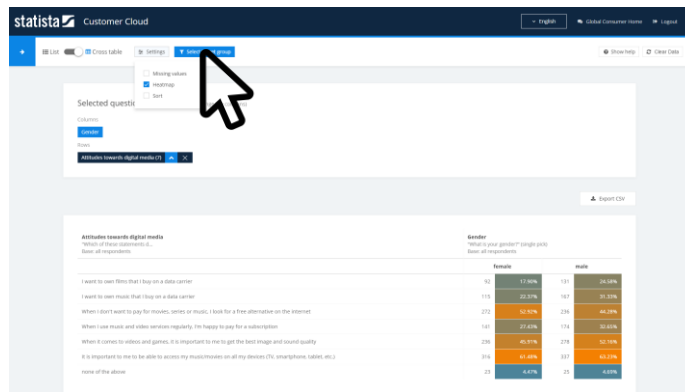
You can create your customized target groups individually for each survey. Thereby, you are able to focus on the sample you need in your analysis. Custom target groups are only available for the current country and only when using a personal log in.



# 05 Target groups

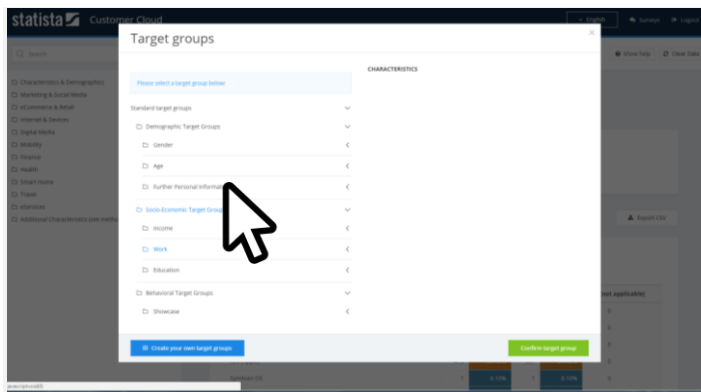
Customer Cloud® – Step-by-step tutorial

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- To dive even deeper into the data you can select specific target groups of consumers who are of interest to you. Click the 'Select target group' button at the top of the screen.

2

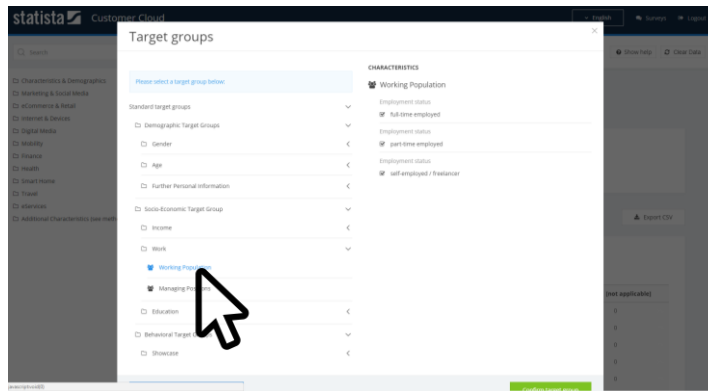


- Browse through standard target groups by clicking on the folders you are interested in.

# 05 Target groups

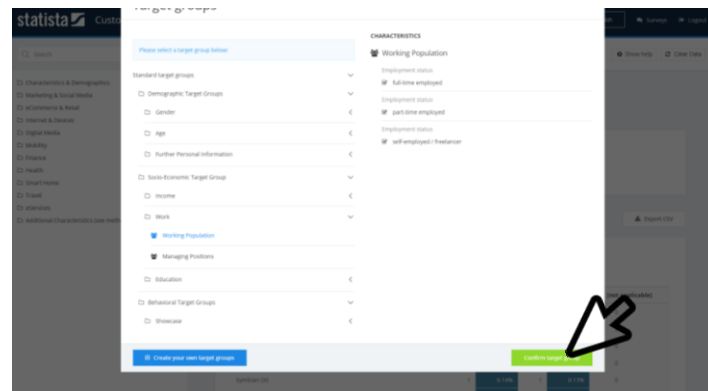
Customer Cloud® – Step-by-step tutorial

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- Clicking on a target group will show you all the indicators which are combined to create this target group.

4

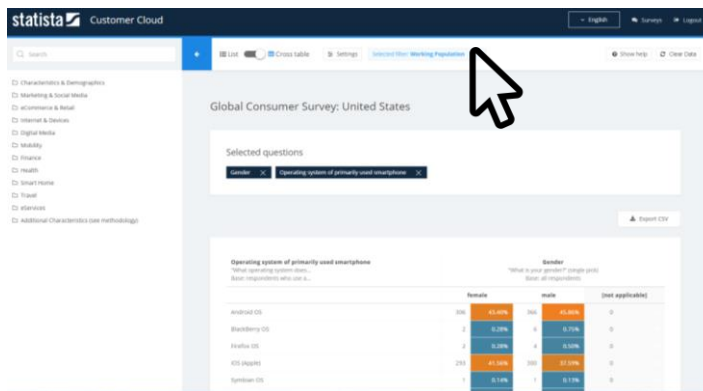


- Select a target group by clicking on the 'Confirm target group' button in the lower right corner.

# 05 Target groups

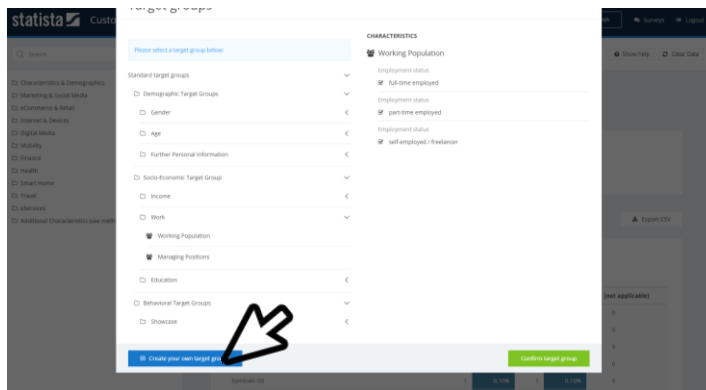
Customer Cloud® – Step-by-step tutorial

5



- Your currently selected target group is shown at the top of your screen. Simply click the cross to disable your selection and see totals again.

6

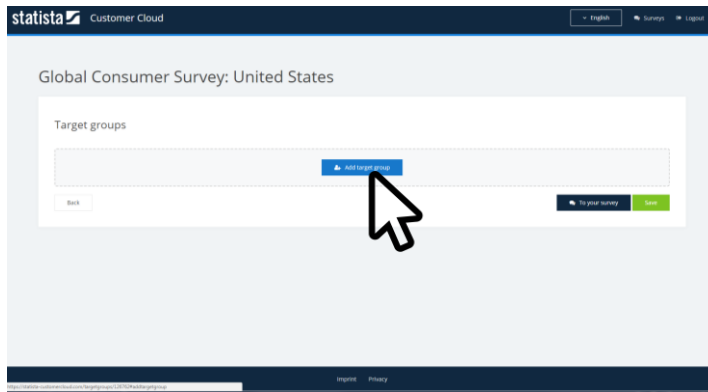


- To have a look at even more detailed groups of respondents you can create customized target groups: click 'Create your own target groups'/'Manage target groups' in the lower left corner of the target group selection window.

# 05 Target groups

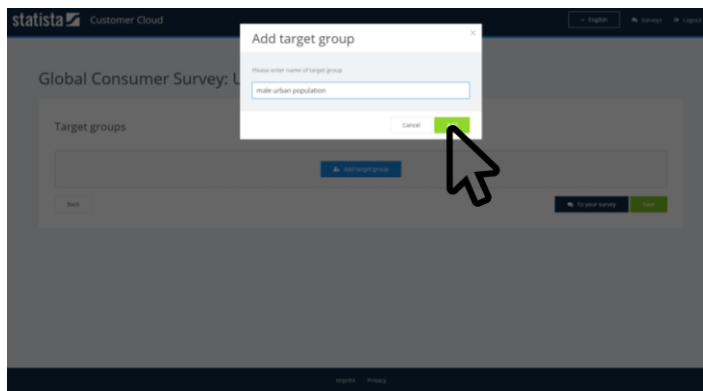
Customer Cloud® – Step-by-step tutorial

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- Choose 'Add target group' to create your first own target group.

8

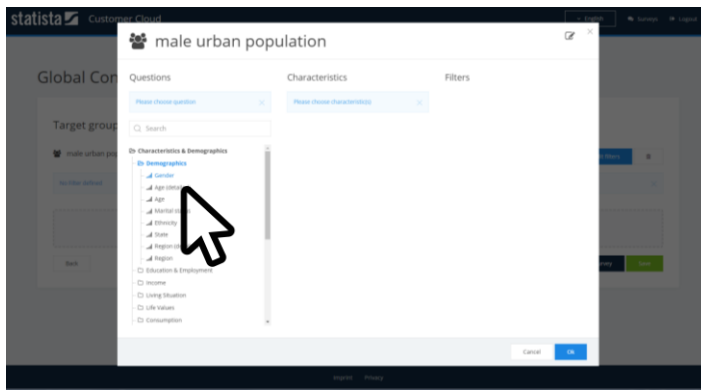


- First enter a name for your customized target group and confirm it with the 'Add' button.
- Please note: Customized target groups are visible only after logging in with your individual log-in data

# 05 Target groups

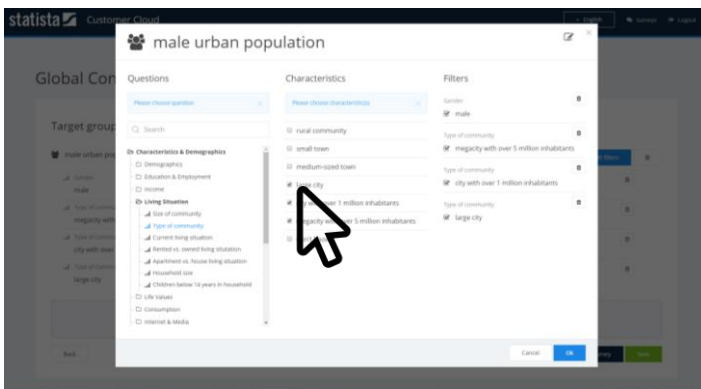
Customer Cloud® – Step-by-step tutorial

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- You can now select an unlimited number of indicators to combine. Use the search function to browse through the list and select all relevant indicators.
- Select the answer you want to include in your target group by clicking the checkbox.

10

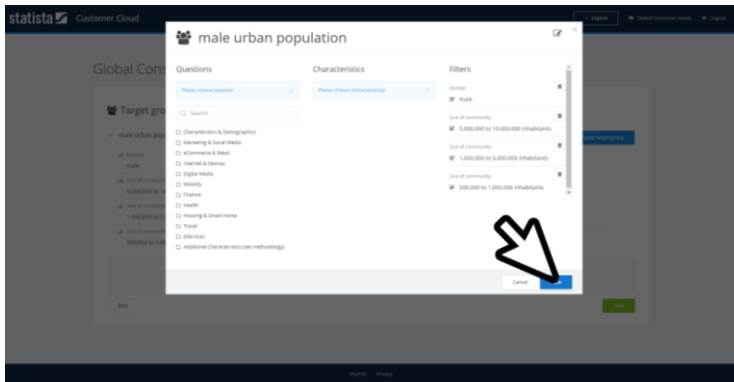


- To select additional filters simply browse through the navigation again and choose other topics of interest. Your previously selected filter will stay listed under 'filters'.

# 05 Target groups

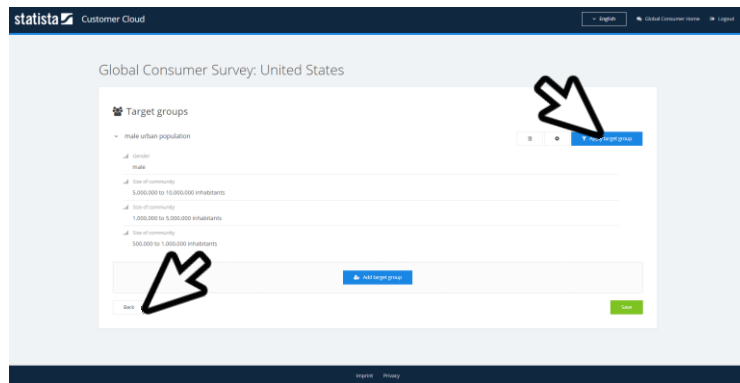
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- To confirm the selected filters click 'Save' at the lower right corner.

12

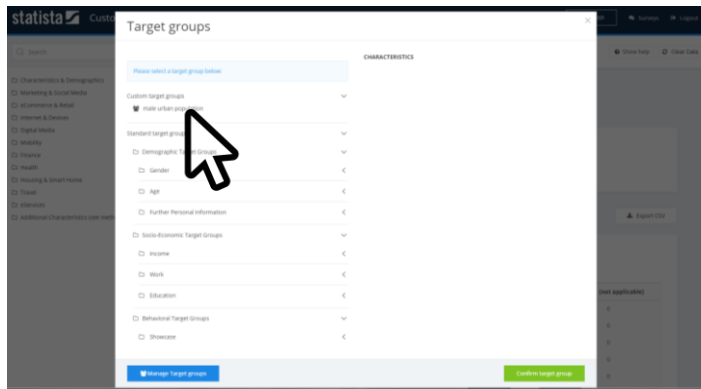


- Choose 'Apply target group' or go back without selecting a target group.

# 05 Target groups

Customer Cloud® – Step-by-step tutorial

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- Your created target group is now listed under 'Custom target groups'.



## OPEN QUESTIONS?

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W W W . S T A T I S T A . C O M