

Reshaping how students engage with knowledge



Client Name: **Memorial University of Newfoundland**
Size: **19,000+ students, 3,500+ staff members, 100+ degree programs**
Industry: **Academia**

Challenge

Tom Cooper, an experienced educator and professor at the Memorial University of Newfoundland (MUN), noticed a gap in today's education landscape. He realized that traditional teaching methods often leave students disconnected from the rapidly evolving real world. Textbook theories don't always translate to practical know-how, and students are hungry for more. There's a clear need to infuse education with relevant, up-to-date information that resonates with current industry trends, while also sparking students' curiosity.



Solution

Enter Statista – a game-changer that caught Tom's attention. Packed with a wealth of statistics, user-friendly infographics, and insightful industry reports, Statista became Tom's go-to solution. By embracing this tool, he's able to transform his teaching approach. The result? A learning environment where students at MUN can access real-world data that aligns with various industries and their dynamics.

Impact

Here's where things get exciting: Tom's integration of Statista doesn't just benefit the students, it also supercharges his own and his colleagues' research capabilities, allowing them to dig deeper and draw informed conclusions. But the real magic happens in the classroom. MUN students grasp complex theories because they can now see those concepts at play in the real world, thanks to Statista. They're not just learning – they're preparing for their careers armed with data-driven insights that give them a competitive edge.

Tom Cooper's journey showcases the true potential of data-driven insights in education. By embracing tools like Statista, educators can bridge the gap between theory and practice. Tom's story underscores how practical data can transform education and empower students to thrive in an ever-changing world. With innovators like Tom leading the way, the future of education looks brighter than ever.

"Statista's user-friendly interface, diverse data sources, and dynamic engagement capabilities stand out. It provides me with the tools I need for effective teaching, research, and industry engagement."

Tom Cooper,
Professor,
Memorial University
of Newfoundland

