

# **ASTUTEX TRENDSPOTTING**

**June 06, 2022**

## !!! IMPORTANT NOTICE !!!

**Treat this report as an inspiration tool for idea generation, do not rely solely on this data, always double check with other sources, Google Trends constantly changes data series backwards, SimilarWeb data is different from Alexa etc. The more sources you use to validate your thesis – the better.**

### How to read this report?

To track the momentum in brand/product popularity we calculate the 2-week change in 13-week (basically 1 quarter) Year-over-Year growth for every data source (Google Trends, website traffic, AppStore rankings etc):

1. Google Trends USA – based on Rising Topics and Queries for the last 30 days, it is important to differentiate between trending company (retail investor hype) and trending product (something much more important)
2. Google Trends World – based on Astutex company universe with pre-selected keywords for each company
3. Google Trends Industries World – based on general topics without specific brands
4. Google Trends Industries USA – based on general topics without specific brands
5. Website Traffic - based on Astutex company universe website traffic (unique company website visitors growth YoY), pay attention to average unique visitors number and online revenue relevance to overall business (Alexa data)
6. Wikipedia - based on Astutex company universe relevant page views
7. Wikipedia Pages – based on other topics trending on Wikipedia
8. Instagram - based on Astutex company universe Instagram page follower and engagement (likes, comments, video views) growth
9. AppStore USA - based on Astutex company universe relevant app rankings (SensorTower)
10. AppStore Publishers USA – based on app rankings aggregated on a publisher level without a link to a specific company
11. Online Retail Amazon – based on the number of company products in Amazon Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
12. Online Retail Walmart – based on the number of company products in Walmart Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
13. Online Retail BestBuy – based on the number of company products in BestBuy Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
14. Job Listings - based on Astutex company universe online job listings, aggregated from several data sources (Glassdoor, Indeed, LinkedIn)
15. Employee Company Ratings - we calculate the 2-week change in 4-week Quarter-over-Quarter growth base on Astutex company universe, aggregated from several data sources (Glassdoor, Indeed)

## 1. Google Trends USA - 2W Delta (13weeks YoY) (Part 1)

Company Name	Type	Pop. growth	Growth change	Related topics
Tara Air	Airline	12400.00	12500.00	topics: Hepatitis A
Norse Atlantic Airways	Airline	751.82	276.44	topics: Airline
DeLorean Motor Company	Automobile company	68.31	54.78	topics: Hepatitis A
Robert Bosch	Engineering company	26.66	12.04	topics: Bosch;Power tool; The Lincoln Lawyer; Tehran queries: lincoln lawyer series
Lake Express	Company	16.79	10.19	topics: Ferry
Star Line Mackinac Island Ferry Company	Shipping company	38.77	10.13	topics: Ferry
Arby's	Fast food company	-1.77	8.80	topics: Chicken salad
Planet Fitness	Fitness company	14.36	7.24	topics: Gym;Physical fitness
Enterprise Rent-A-Car	Car rental agency company	2.12	6.92	topics: Enterprise;Rent;Car rental;Car; Airport queries: enterprise car rental
Lincoln	Luxury vehicles company	0.36	6.51	queries: lincoln lawyer series
Ryobi	Machine industry company	7.09	2.48	topics: Brushless DC electric motor;Tool; Power tool
Blackstone Inc	Company	15.29	0.19	topics: Lid
D-BOX Technologies Inc.	Entertainment company	223.78	-2.39	queries: top gun movie
Lufthansa	Airline	130.40	-2.49	topics: Jewish people
Aer Lingus	International airline	184.21	-3.22	topics: Hand luggage
Air France–KLM	Airline	136.42	-7.40	topics: Airline

## 2. Google Trends World - 2W Delta (13weeks YoY) (Part 1)

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
210	Planet Fitness Inc	2022-06-06	39%	11%
452	Synopsys Inc	2022-06-06	38%	10%
913	Pentair plc	2022-06-06	13%	5%
467	Carlsberg A/S	2022-06-06	16%	3%
71	Crocs Inc	2022-06-06	17%	3%
1	Sixt SE	2022-06-06	16%	-1%
506	TUI AG	2022-06-06	31%	-1%
1487	Novaturas	2022-06-06	54%	-11%
392	Accor SA	2022-06-06	79%	-12%
59	Cedar Fair LP	2022-06-06	15%	-20%
289	Wizz Air Holdings PLC	2022-06-06	117%	-49%



### 3. Google Trends Industries World - 2W Delta (2022-06-06, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Suitcase	54.2%	2.4%	topics: topics: Baggage;Travelqueries: suitcase; moonlighting suitcases;melanie mcguire suitcase; ■■ ■■■ queries: queries: suitcase;■■ ■■■
Smartwatch	0.6%	2.3%	topics: Watch;Pedometer queries: watch;smart watch;smartwatch; tissot smartwatch;fallout smartwatch;garmin fenix 7
Education	-2.0%	2.3%	topics: Teacher;College;Special education queries: education; camille vasquez education;taylor swift education
Glasses	1.9%	2.3%	topics: Eye;Sunglasses queries: glasses;nreal ar glasses; stevie wonder without glasses;google ar glasses
Sony PlayStation	-23.5%	2.2%	topics: PlayStation 5;PlayStation 4;Resident Evil 4; Video game remake queries: playstation;ps plus junho 2022; ps plus june 2022;www.playstation.com/acct/device-password
Hiking shoes	-18.3%	2.1%	topics: Hiking;Boot queries: hiking boots;hiking shoes;moosejaw
Genetic testing	1.7%	2.0%	topics: DNA;Genetics;Whit Johnson queries: dna;dna test; whit johnson dna test;whit johnson;donald cline
Sneakers	10.6%	2.0%	topics: Shoes;Woman queries: sneakers;shoes; balenciaga paris sneaker;balenciaga distressed sneakers; sneakerella
Energy Drink	11.0%	1.9%	topics: Drink;Bubblicious queries: energy drink; gg energy drink;red bull caffeine content
Jewelry design	-3.2%	1.9%	topics: Jewellery;Design;Chopard;Fashion; Gemstone queries: jewellery;jewelry design;jewelry designers; dansk smykkedesign
Trench coat	16.9%	1.8%	topics: Coat;Burberry;Jacket;Versace queries: trench coat

### 3. Google Trends Industries World - 2W Delta (2022-06-06, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Tax	-0.6%	1.8%	topics: topics: Property;Property tax;U.S. Countyqueries: tax; gas tax refund ga;georgia gas tax refund; georgia gas tax refund 2022 queries: queries: tax; georgia gas tax refund 2022
Job	9.0%	1.8%	topics: Indeed;Recruitment queries: jobs; wells fargo fake job interviews
Streetwear	2.1%	1.7%	topics: Clothing;Man;Brand;Crocs;Adidas; Business casual queries: streetwear;1of1 streetwear

#### 4. Google Trends Industries USA - 2W Delta (2022-06-06, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Baby food	-2.6%	5.6%	topics: Infant;Food;Class action;Bill Gates; Abbott queries: baby food;■■■■;babynahrung usa; baby food shortage cause;baby formula recipe
Sony PlayStation	-26.5%	3.7%	topics: PlayStation 5;PlayStation 4;Resident Evil 4; Video game remake queries: playstation;ps plus junho 2022; ps plus june 2022;www.playstation.com/acct/device-password
Xbox	-17.1%	3.5%	topics: Xbox One;Xbox Series X and Series S;Xbox; Exercise Reforger;Downtime;Arma queries: xbox;arma reforger; microsoft xbox live outage;microsoft xbox live status
Stock market	18.2%	2.8%	topics: Market;Stock queries: stock market;market;stock; is the stock market open on memorial day; sandals resorts bahamas deaths;monkeypox virus outbreak
Snow boot	-9.0%	2.3%	topics: Boot;Crossword;High-heeled shoe; Designer queries: winter boots;snow boots; snow boot liner crossword
Workflow	27.1%	2.1%	topics: Management;Workflow management system;Integral; Facility management;System integration queries: workflow
Motorcycle	-2.6%	2.1%	topics: Bicycle;Honda queries: motorcycle; motorcycle chariot racing;ice bear bike
Hunting	-5.0%	1.9%	topics: Deer;License;Deer hunting; Assault rifle queries: hunting;wade lemon hunting; man hunt alabama;tea and biscuit hunting
Book	-0.5%	1.9%	topics: Reading;Comics;Comic book queries: book;books; state farm transgender books;comic book artist george perez; my body is growing book
Board game	2.9%	1.9%	topics: Game queries: board;board game; board game set on an island;alakazam;genfersee
Footwear	-1.5%	1.6%	topics: Shoes;Hoka One One;Water shoe queries: footwear; vitalyze footwear;heelsium footwear reviews;bared footwear



#### 4. Google Trends Industries USA - 2W Delta (2022-06-06, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Food processor	-11.8%	1.6%	topics: topics: Food;Leaf vegetable;Biscuit; Squabqueries: food processor; pigeon tornado turbo food processor; bosch küchenmaschine mum48a1 queries: queries: food processo; bosch küchenmaschine mum48a1
E-commerce	13.2%	1.5%	topics: Trade;Website;SEO Professional queries: ecommerce; goodwill ecommerce website;goodwill ecommerce; goodwill e commerce
Streetwear	-10.8%	1.5%	topics: Clothing;Man;Brand;Crocs;Adidas; Business casual queries: streetwear;1of1 streetwear
Video game console	-23.2%	1.5%	topics: Video game;V Rising queries: console; v rising console commands;super jeff game console; multiversus consoles
Payroll	9.1%	1.5%	topics: Tax;Payroll tax queries: payroll;nomina trasparente
Money	1.5%	1.5%	topics: Money order;Cash App;Account;Lei queries: money; money pox;how much money did johnny win;mischief blur money
Genetic testing	-0.8%	1.4%	topics: DNA;Genetics;Whit Johnson queries: dna;dna test; whit johnson dna test;whit johnson;dona d cline
Musical Instrument	3.3%	1.4%	topics: Music;String quartet queries: instrument;instruments; sun dried clay brick;tabula rasa; instrument in a string quartet crossword
Investment fund	-20.5%	1.3%	topics: Mutual fund queries: fund;funds; houston equity fund apply;bill perkins hedge fund; houston equity fund website
Energy Drink	18.3%	1.3%	topics: Drink;Bubblicious queries: energy drink; gg energy drink;red bull caffeine content
Shampoo	4.2%	1.2%	topics: Hair;Hair conditioner queries: shampoo; super nature shampoo;wholesale shampoo lotion; shampoo bar bulkbuy

4. Google Trends Industries USA - 2W Delta (2022-06-06, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Dialysis	7.1%	1.1%	topics: topics: Hemodialysisqueries: dialysis; dialysis graft vs fistula queries: queries: dialysis; dialysis graft vs fistula
Weight loss	-2.2%	1.1%	topics: Diet;Fasting;Calorie;Rebel Wilson queries: weight loss; lose weight;capcut weight loss;orbital fat loss; rebel wilson before and after her weight loss
Pharmacy	-1.3%	1.0%	topics: Walgreens;Pharmacy technician; Walgreens Pharmacy queries: pharmacy; pharmacies open on memorial day;pharmacy open on memorial day; are pharmacies open on memorial day

## 5. Website Traffic - 2W Delta (2022-06-04, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
30	Basic Fit NV	4.143000	733%	162%
487	Raia Drogasil SA	9.187307	393%	86%
337	Netmarble Games Corp	14.824461	154%	80%
409	Yakult Honsha Co Ltd	1.483923	47%	45%
813	Waters Corp	2.101846	149%	40%
501	Shoprite Holdings Ltd	1.473692	89%	33%
497	Jeronimo Martins SGPS SA	1.796769	31%	32%
118	Geox SpA	1.974307	70%	28%
413	Kellogg Co	2.715076	18%	28%
598	Baxter International Inc	1.721000	107%	25%
701	Exelon Corp	2.245230	140%	24%
329	Sega Sammy Holdings Inc	5.825153	289%	24%
157	J.Jill Inc	3.859923	105%	24%
822	Skyworks Solutions Inc	1.125076	233%	23%
446	PostNL NV	11.527615	86%	22%
428	Japan Airlines Co Ltd	1.863846	3%	18%
100	Europris ASA	1.903692	127%	17%
207	Pets at Home Group PLC	3.722230	99%	15%
505	Activision Blizzard Inc	130.287000	-1%	15%
510	Distribuidora Internacional de	1.804769	93%	15%
788	Dentsply Sirona Inc	1.058692	25%	15%
671	Charter Communications Inc	1.537076	92%	14%
900	Essex Property Trust Inc	1.193846	-24%	13%
88	Duluth Holdings Inc	4.049076	18%	13%
360	Dixons Carphone PLC	24.567307	25%	13%
647	Halliburton Co	2.648769	4%	12%
69	Takeaway.com NV	33.706769	14%	12%
956	Square Enix	80.729846	37%	12%
400	Hero MotoCorp Ltd	3.550076	24%	11%
351	Hyundai Motor Co	20.582153	19%	11%
807	Prudential Financial Inc	6.444846	15%	11%
624	Deere & Co	7.232615	10%	10%
496	Koninklijke Ahold Delhaize NV	4.123461	35%	10%
577	American International Group I	4.243692	56%	10%
910	J B Hunt Transport Services In	2.684307	4%	9%

5. Website Traffic - 2W Delta (2022-06-04, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
556	General Electric Co	8.923230	43%	9%
559	Johnson & Johnson	9.455076	12%	9%
261	TripAdvisor Inc	275.029692	18%	8%
673	Loews Corp	1.243076	-14%	8%
366	Visa Inc	17.765923	-2%	8%
50	Callaway Golf Co	2.307153	-27%	7%
825	Rockwell Automation Inc	4.354384	28%	7%
10	Aaron's Inc	1.305615	-6%	7%
780	State Street Corp	1.348692	29%	7%
303	Thor Industries Inc	1.040000	-48%	7%
958	Funko Inc	5.269076	16%	7%
885	Regions Financial Corp	22.933230	-11%	6%
850	Republic Services Inc	3.784076	-10%	6%
116	Garmin Ltd	48.866000	-3%	6%
839	FirstEnergy Corp	5.425846	27%	6%
765	Fifth Third Bancorp	18.070076	-3%	6%
778	KeyCorp	14.823307	-19%	5%
629	Duke Energy Corp	10.286000	-4%	5%
392	Accor SA	3.581461	-16%	5%
2	Mattel Inc	8.965461	-32%	5%

## 6. Wikipedia - 2W Delta (2022-06-06, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
11	Abercrombie & Fitch Co	en.wikipedia.org/wiki/Abercrombie_%26_Fitch	4106	476.3%	29.1%
576	Citigroup Inc	en.wikipedia.org/wiki/CVC_Capital_Partners	8382	66.6%	25.4%
839	FirstEnergy Corp	en.wikipedia.org/wiki/Northeast_blackout_of_2003	2778	71.4%	20.8%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/Kelly_Loeffler	6385	49.9%	18.6%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	4778	139.1%	14.5%
563	Bank of America Corp	en.wikipedia.org/wiki/North_Hollywood_shootout	5664	22.6%	14.4%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	198406	136.6%	13.7%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	8015	121.4%	10.8%
851	eBay Inc	en.wikipedia.org/wiki/PayPal	16683	52.4%	10.2%
187	Netflix Inc	en.wikipedia.org/wiki/Netflix	28658	53.5%	9.9%
171	Luxottica Group SpA	en.wikipedia.org/wiki/Luxottica	2927	10.8%	8.3%
987	EssilorLuxottica SA	en.wikipedia.org/wiki/Luxottica	2927	10.8%	8.3%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	39243	78.5%	7.8%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	4102	40.3%	7.6%
887	Expedia Inc	en.wikipedia.org/wiki/Expedia	3894	64.7%	7.6%
459	Peugeot SA	en.wikipedia.org/wiki/Citro%C3%ABn	12106	-19.1%	7.4%
70	Costco Wholesale Corp	en.wikipedia.org/wiki/Costco	3038	7.7%	7.3%
317	Singapore Airlines Ltd	en.wikipedia.org/wiki/Scoot	5462	56.8%	7.1%
551	Walt Disney Co	en.wikipedia.org/wiki/Star_(Disney%2B)	14286	14.2%	6.9%
529	J M Smucker Co	en.wikipedia.org/wiki/Jif_(peanut_butter)	2574	4.7%	6.4%
603	Bristol-Myers Squibb Co	en.wikipedia.org/wiki/Infant_formula	8102	-4.8%	6.3%
114	GameStop Corp	en.wikipedia.org/wiki/GameStop_short_squeeze	3201	-45.7%	6.3%
310	Deutsche Lufthansa AG	en.wikipedia.org/wiki/Lufthansa	9145	47.4%	6.3%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/PayPal	11399	25.5%	6.2%
149	Intuit Inc	en.wikipedia.org/wiki/Mailchimp	2861	33.5%	6.2%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_murder	2430	7.0%	6.0%
132	Hasbro Inc	en.wikipedia.org/wiki/Mr._Potato_Head	11917	-23.2%	5.9%
430	Turk Hava Yollari AO	en.wikipedia.org/wiki/Pegasus_Airlines	3073	72.3%	5.9%
506	TUI AG	en.wikipedia.org/wiki/TUI_Airways	2787	50.0%	5.7%
331	United Parcel Service Inc	en.wikipedia.org/wiki/2019_Miramar_shootout	2514	-14.0%	5.5%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Diablo_Immortal	70816	-6.4%	5.5%

## 6. Wikipedia - 2W Delta (2022-06-06, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
457	Goodyear Tire & Rubber Co	<a href="https://en.wikipedia.org/wiki/Cooper_Tire_%26_Rubber_Company">en.wikipedia.org/wiki/Cooper_Tire_%26_Rubber_Company</a>	2389	-8.5%	5.1%
352	Ferrari NV	<a href="https://en.wikipedia.org/wiki/Ford_v_Ferrari">en.wikipedia.org/wiki/Ford_v_Ferrari</a>	10536	-13.0%	5.1%
323	Alibaba Group Holding Ltd	<a href="https://en.wikipedia.org/wiki/AliExpress">en.wikipedia.org/wiki/AliExpress</a>	15143	33.8%	5.0%

## 7. Wikipedia Pages- 2W Delta (2022-06-04, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
576	Citigroup Inc	<a href="https://en.wikipedia.org/wiki/CVC_Capital_Partners">en.wikipedia.org/wiki/CVC_Capital_Partners</a>	144726	805%	353%
603	Bristol-Myers Squibb Co	<a href="https://en.wikipedia.org/wiki/Infant_formula">en.wikipedia.org/wiki/Infant_formula</a>	10468	377%	113%
161	Kering SA	<a href="https://en.wikipedia.org/wiki/Yves_Saint_Laurent_(designer)">en.wikipedia.org/wiki/Yves_Saint_Laurent_(designer)</a>	17527	109%	59%
		<a href="https://en.wikipedia.org/wiki/WeTransfer">en.wikipedia.org/wiki/WeTransfer</a>	37407	230%	58%
		<a href="https://en.wikipedia.org/wiki/MakeMyTrip">en.wikipedia.org/wiki/MakeMyTrip</a>	13946	283%	49%
839	FirstEnergy Corp	<a href="https://en.wikipedia.org/wiki/Three_Mile_Island_Nuclear_Generating_Station">en.wikipedia.org/wiki/Three_Mile_Island_Nuclear_Generating_Station</a>	12127	416%	47%
		<a href="https://en.wikipedia.org/wiki/Indeed">en.wikipedia.org/wiki/Indeed</a>	18993	201%	32%
563	Bank of America Corp	<a href="https://en.wikipedia.org/wiki/North_Hollywood_shootout">en.wikipedia.org/wiki/North_Hollywood_shootout</a>	24086	43%	31%
859	Alphabet Inc	<a href="https://en.wikipedia.org/wiki/YouTube">en.wikipedia.org/wiki/YouTube</a>	756404	151%	30%
213	Booking Holdings Inc.	<a href="https://en.wikipedia.org/wiki/Booking.com">en.wikipedia.org/wiki/Booking.com</a>	18143	248%	29%
323	Alibaba Group Holding Ltd	<a href="https://en.wikipedia.org/wiki/AliExpress">en.wikipedia.org/wiki/AliExpress</a>	30164	128%	24%
		<a href="https://en.wikipedia.org/wiki/LinkedIn">en.wikipedia.org/wiki/LinkedIn</a>	68899	119%	23%
		<a href="https://en.wikipedia.org/wiki/Upwork">en.wikipedia.org/wiki/Upwork</a>	12805	94%	22%
		<a href="https://en.wikipedia.org/wiki/Jet_Airways">en.wikipedia.org/wiki/Jet_Airways</a>	12412	121%	15%
		<a href="https://en.wikipedia.org/wiki/UKG">en.wikipedia.org/wiki/UKG</a>	18382	248%	14%
		<a href="https://en.wikipedia.org/wiki/Google_Play">en.wikipedia.org/wiki/Google_Play</a>	44880	51%	14%
929	Facebook Inc	<a href="https://en.wikipedia.org/wiki/Facebook">en.wikipedia.org/wiki/Facebook</a>	241609	114%	13%
		<a href="https://en.wikipedia.org/wiki/Palantir_Technologies">en.wikipedia.org/wiki/Palantir_Technologies</a>	12277	-44%	13%
174	Marriott International Inc	<a href="https://en.wikipedia.org/wiki/Marriott_International">en.wikipedia.org/wiki/Marriott_International</a>	11242	8%	13%
881	Intercontinental Exchange Inc	<a href="https://en.wikipedia.org/wiki/New_York_Stock_Exchange">en.wikipedia.org/wiki/New_York_Stock_Exchange</a>	33989	114%	10%
		<a href="https://en.wikipedia.org/wiki/Airbnb">en.wikipedia.org/wiki/Airbnb</a>	30683	87%	10%
323	Alibaba Group Holding Ltd	<a href="https://en.wikipedia.org/wiki/UC_Browser">en.wikipedia.org/wiki/UC_Browser</a>	17232	49%	10%
310	Deutsche Lufthansa AG	<a href="https://en.wikipedia.org/wiki/Lufthansa">en.wikipedia.org/wiki/Lufthansa</a>	14816	36%	9%
		<a href="https://en.wikipedia.org/wiki/IndiGo">en.wikipedia.org/wiki/IndiGo</a>	18872	69%	9%
391	Electronic Arts Inc	<a href="https://en.wikipedia.org/wiki/Electronic_Arts">en.wikipedia.org/wiki/Electronic_Arts</a>	19917	47%	8%
305	Restaurant Brands International	<a href="https://en.wikipedia.org/wiki/Tim_Hortons">en.wikipedia.org/wiki/Tim_Hortons</a>	14097	29%	6%

## 8. Instagram - 2W Delta (2022-04-11 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
91	Electrolux AB		20.2%	698.8%	67.5%
13	Accell Group NV		4.6%	311.5%	47.3%
68	Sleep Number Corp	<a href="https://www.instagram.com/p/CZ2qtN6j3KP">instagram.com/p/CZ2qtN6j3KP</a>	20.8%	364.8%	41.9%
59	Cedar Fair LP	<a href="https://www.instagram.com/p/Cb-wvONISi8">instagram.com/p/Cb-wvONISi8</a> <a href="https://www.instagram.com/p/Cbfx1cVs82L">instagram.com/p/Cbfx1cVs82L</a> <a href="https://www.instagram.com/p/CcF7qtaspvz">instagram.com/p/CcF7qtaspvz</a>	9.6%	124.2%	13.0%
34	Bloomin' Brands Inc		5.0%	206.8%	11.1%
52	Canada Goose Holdings Inc		44.8%	126.0%	10.6%
4	Salvatore Ferragamo SpA	<a href="https://www.instagram.com/p/Cb3Kn4Eq_9H">instagram.com/p/Cb3Kn4Eq_9H</a>	11.8%	117.9%	9.1%
98	Etsy Inc		8.8%	141.8%	5.6%
115	Gap Inc	<a href="https://www.instagram.com/p/CbtEPWZuIAu">instagram.com/p/CbtEPWZuIAu</a> <a href="https://www.instagram.com/p/Ca7sKPDJlIS">instagram.com/p/Ca7sKPDJlIS</a> <a href="https://www.instagram.com/p/Cb-asabroW3">instagram.com/p/Cb-asabroW3</a>	2.6%	138.8%	5.3%



9. AppStore USA - 2W Delta (2022-06-04, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
277	Vista Outdoor Inc	Bushnell Golf Mobile	292	26.8%	5.4%
849	Aetna Inc	Aetna Health	267	7.4%	2.8%
227	SeaWorld Entertainment Inc	SeaWorld	254	33.1%	2.2%
915	DISH Network Corp	DISH Anywhere	373	1.9%	1.5%
435	Autozone Inc	AutoZone - Auto Parts & Repair	298	8.0%	1.3%
267	Ulta Beauty Inc	Ulta Beauty: Makeup & Skincare	231	3.3%	1.2%
200	Overstock.com Inc	Overstock — Furniture & Decor	267	13.9%	1.2%

10. AppStore Publishers USA - 2W Delta (2022-06-04, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
551	Walt Disney Co	Disney+; ESPN: Live Sports & Scores	22	38.5%	28.8%
16	Amazon.com Inc	Amazon Shopping; Amazon Prime Video; Ring - Always Home	14	11.4%	6.5%

#### 11. Online Retail Amazon - 2W Delta (2022-06-06, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
520	Glanbia PLC	4282	243.1%	34.8%
189	Nike Inc	1473	48.8%	15.4%
264	Techtronic Industries Co Ltd	2241	28.2%	11.8%
39	Breville Group Ltd	1116	27.3%	7.9%
427	Lenovo Group Ltd	1073	15.5%	6.4%
389	Asics Corp	1354	4.2%	6.4%
173	Makita Corp	1039	14.8%	6.3%
477	Panasonic Corp	636	-17.5%	6.3%
277	Vista Outdoor Inc	1585	9.3%	6.0%
528	Kraft Heinz Co	778	-36.6%	5.7%
152	iRobot Corp	1264	-21.2%	5.5%
283	Whirlpool Corp	3107	39.6%	5.5%
1474	Caleres, Inc.	361	35.2%	5.2%
364	Pioneer Corp	317	-35.3%	4.8%
106	Fitbit Inc	2670	33.9%	4.3%
290	Wolverine World Wide Inc	2664	0.9%	4.0%
71	Crocs Inc	6718	15.7%	4.0%
180	Midea Group Co Ltd	485	10.2%	3.9%
505	Activision Blizzard Inc	1204	3.0%	3.7%
536	Monster Beverage Corp	833	-12.5%	3.6%
26	Avon Products Inc	845	8.5%	3.2%
906	Western Digital Corp	477	-32.0%	3.0%
5	Puma SE	944	25.2%	3.0%

**12. Online Retail Walmart - 2W Delta (2022-06-06, 13 weeks YoY) (Part 1)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Rating</b>	<b>Rating 13W Growth YoY</b>	<b>2W Change (13W YoY)</b>
453	Kumho Petro Chemical Co Ltd	439	744.2%	37.5%
268	Under Armour Inc	720	41.7%	17.9%
302	Gildan Activewear Inc	1817	25.8%	12.5%
152	iRobot Corp	1165	36.3%	5.1%

**13. Online Retail Bestbuy - 2W Delta (2022-05-30, 13 weeks YoY) (Part 1)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Rating</b>	<b>Rating 13W Growth YoY</b>	<b>2W Change (13W YoY)</b>
328	Yamaha Corp	2300	22.0%	8.4%
538	Fujifilm Holdings Corp	839	-19.1%	7.7%
502	Ubisoft Entertainment SA	772	-14.3%	4.9%

**14. Job Listings - 2W Delta (2022-06-06, 13weeks YoY) (Part 1)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Average number of jobs</b>	<b>Jobs 4W Growth YoY</b>	<b>2W Change (13W YoY)</b>
65	Cloudera Inc	540	30.9%	120%
52	Canada Goose Holdings Inc	220	56.7%	89%
48	Cabela's Inc	738	14.7%	70%
233	Skechers USA Inc	713	-1.8%	68%
1468	Gerresheimer AG	314	81.4%	67%
1002	ING Groep NV	836	60.5%	58%
947	LVMH	5760	100.0%	48%
269	Urban Outfitters Inc	273	12.5%	48%
116	Garmin Ltd	470	85.3%	48%
454	Compagnie Generale des Etablis	757	60.8%	48%
984	Enel SpA	254	82.3%	47%
1322	Telenet Group Holding NV	130	30.3%	46%
64	Citrix Systems Inc	2758	100.0%	43%
731	Johnson Controls International	5777	71.5%	40%
883	Assurant Inc	353	32.1%	37%
445	Royal Mail PLC	146	-11.2%	35%
847	Cognizant Technology Solutions	7855	30.7%	34%
1016	Anglo American PLC	233	100.0%	34%
417	Unilever PLC	1548	70.3%	31%
379	Casino Guichard Perrachon SA	622	76.6%	30%
703	PulteGroup Inc	441	1.7%	29%
5	Puma SE	355	83.2%	28%
596	Bank of New York Mellon Corp	4884	68.8%	27%
1342	Andritz AG	281	54.3%	23%
180	Midea Group Co Ltd	869	-62.8%	23%
1001	BHP Group PLC	254	100.0%	22%
1086	Coloplast A/S	294	46.5%	22%
1438	Getinge AB	394	97.7%	22%
979	Banco Santander SA	793	6.2%	21%
780	State Street Corp	2294	96.1%	20%

15. Employee Company Ratings - 2W Delta (2022-06-06, 4 weeks QoQ) (Part 1)

AstutexID	Company Name	Total reviews	Rating Gr.chg.	Outlook Gr.chg.	Mgmt Gr.chg.	CEO Rating Gr.chg.	Growing indicator
733	UnitedHealth Group Inc	14588	0.8%	0.0%	0.0%	8.7%	CEO Rating
441	Bandai Namco Holdings Inc	233	2.9%	7.6%	-1.7%	0.0%	Outlook
1473	Metro Bank PLC	1063	7.2%	0.0%	0.0%	0.0%	Rating
1175	Intertek Group PLC	1919	1.6%	0.8%	2.4%	7.2%	CEO Rating
1335	Weir Group PLC	637	-0.8%	1.0%	-0.8%	5.6%	CEO Rating
677	Masco Corp	232	1.6%	5.2%	3.2%	0.8%	Outlook