

# **ASTUTEX TRENDSPOTTING**

**March 27, 2023**

## !!! 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
Zipline	Logistics company	642.1	636.2	topics: Stock;Publicly listed company; Mark Rober queries: zipline stock; zipline drone;zipline drone stock
Credit Suisse	Investment banking company	408.7	406.5	topics: Stock;UBS;First Republic Bank; Failure queries: credit suisse;bank; ubs credit suisse;ubs stock
UBS	Investment banking company	34.2	44.7	topics: Stock;Credit Suisse;Bank; S&P Global Ratings queries: credit suiss; ubs credit suisse;ubs bank;ubs share price
New York Community Bank	Savings bank company	43.8	29.3	topics: Price;Signature Bank;Stock; Investor relations queries: nycb stock; nycb stock price; new york community bank stock; signature bank stock
ByteDance	Internet company	43.8	27.1	topics: Chief Executive Officer;China;Ban; CapCut - Video Editor queries: tiktok by; tiktok;bytedance ceo
Rita's Italian Ice	Restaurant chain	10.0	22.5	topics: Spring;Daytime; Italian ice queries: water ice;free ritas; first day of spring; dairy queen free cone day
Dish México	Company	0.9	22.3	topics: Payment;Customer Service; service queries: dish en español; dish latino;dish servicio al cliente
Trip.com Group	Travel agency company	183.9	18.6	topics: Flight;Cathay Pacific; Recruitment queries: ■■■■■;flights;flight
Maverick Work Wear, Inc.	Company	201.5	16.5	topics: Justin Boots;Vans Slip-On; Toe queries: brunt boots;brunt work boots; work boots
SD Bullion	Company	91.7	16.1	topics: Gold;Hero Bullion; Kitco Metals queries: sd bullion; silver spot price;sd
Cadence Bank	Commercial banking company	225.5	14.4	topics: Mississippi;Arena; Certificate of deposit queries: cadence; cadence bank routing number; cadence bank stock

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

Company Name	Type	Pop. growth	Growth change	Related topics
Hostinger	Company	89.8	9.5	topics: WordPress;Website Builder; GoDaddy Inc;queries: hostinger reviews; godaddy; hostinger coupon code queries: ; hostinger coupon code
New Era Cap Company	Apparel company	19.4	8.8	topics: Mexico;Baseball;Cap; Carhartt queries: mexico new era; new era cap;mexico hat; mexico baseball cap new era
Systane	Drug brand	50.3	4.3	topics: Product recall;complete;Tears; Conjunctivitis queries: systane eye drop; systane drops;systane eye drops recall

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1031	Credit Suisse Group AG	2023-03-27	685%	677%
998	UBS Group AG	2023-03-27	117%	127%
738	Vornado Realty Trust	2023-03-27	123%	101%
49	Calavo Growers Inc	2023-03-27	25%	62%
828	Boston Properties Inc	2023-03-27	53%	44%
287	Winnebago Industries Inc	2023-03-27	15%	41%
957	Capcom	2023-03-27	62%	41%
739	Vulcan Materials Co	2023-03-27	37%	29%
241	Stratasys Ltd	2023-03-27	31%	27%
1439	Banco Bpm SpA	2023-03-27	8%	23%
864	CME Group Inc	2023-03-27	6%	20%
1159	Informa PLC	2023-03-27	113%	18%
1291	Icade SA	2023-03-27	19%	18%
596	Bank of New York Mellon Corp	2023-03-27	22%	15%
1146	Sonova Holding AG	2023-03-27	9%	13%
547	JPMorgan Chase & Co	2023-03-27	10%	11%
1155	Straumann Holding AG	2023-03-27	8%	8%
1316	A2A SpA	2023-03-27	5%	7%
1237	William Demant Holding A/S	2023-03-27	20%	6%
1074	Legal & General Group PLC	2023-03-27	6%	6%
1425	Bucher Industries AG	2023-03-27	5%	5%
1141	Terna Rete Elettrica Nazionale	2023-03-27	-5%	4%
1117	Groep Brussel Lambert NV	2023-03-27	6%	2%

### 3. Google Trends Industries World - 2W Delta (2023-03-27, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Quadcopter	-5.2%	3.2%	topics: Unmanned aerial vehicle;Sports;Crossword; Team queries: quadcopter;sport with teams of quadcopters; period of the peloponnesian wars crossword clue
Variety store	-8.6%	2.9%	topics: Dollar Tree;Michaels;Clothes hanger; Inventory queries: dollar store
Pharmacy	-22.4%	2.5%	topics: Pharmacy Technician;CVS Pharmacy; Walgreens queries: pharmacy;pharmacy match day 2023
Digital camera	13.4%	2.5%	topics: Camera;Ricoh GR digital cameras; Single-lens reflex camera;Olympus Camedia queries: camera; digital camera;panasonic lumix dc-g100kk;canon elph 190; nikon z fc
Vacation rental	-21.8%	2.3%	topics: Rent;Vacation queries: vacation;vacation rentals; osage beach vacation rentals;ryson vacation rentals
Shopping	-1.9%	2.1%	topics: Online shopping;Shopping mall queries: shopping; man throws shopping cart at woman
Genetic testing	3.3%	2.0%	topics: DNA;Genetics queries: dna;dna test;doggie dna test; natera genetic testing cost
Jewelry design	0.1%	2.0%	topics: Jewellery;Design; Wholesaling queries: jewelry designers
Tax	3.6%	2.0%	topics: Tax report;Income queries: tax;cheese tax song; the cheese tax song
Life Insurance	-3.0%	1.7%	topics: Life queries: insurance;life insurance; cmfg life insurance;great american life insurance company; va life insurance rates
Trench coat	6.4%	1.5%	topics: Woman;Coat;Man;Lululemon Athletica;Athleta; Free People queries: trench;trench coat;coat; denim trench coat zara;urban outfitters;jcrew

### 3. Google Trends Industries World - 2W Delta (2023-03-27, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Gift Card	4.3%	1.5%	topics: Gift queries: gift card
Gift Cards	4.3%	1.5%	topics: Gift queries: gift card
Jewellery	1.2%	1.4%	topics: Jewellery store;Gold;Ring;San Ramon queries: jewelry; jewelry store robbery san ramon;long narrow piece of jewelry; katie clark jewelry
Action figure	-8.3%	1.2%	topics: Toy;Action;WWE;Destiny 2;Ancient Mesopotamian underworld; Destiny queries: action figure;action figures; neomuna action figures;action figures destiny 2; action figure locations destiny 2
Real Estate	-11.4%	1.2%	topics: Estate;Sales queries: real estate;sundae real estate
Stock market	-25.1%	1.2%	topics: Stock;Market;First Republic Bank queries: stock; stock market;market;svb stock;first republic bank;credit suisse
Self storage	-11.7%	1.1%	topics: Campbell queries: storage units;storage near me; storage unit;campbell california storage; secure space self storage;hot rod service company
Insurance	3.9%	1.1%	topics: Auto insurance;Health insurance;Health; Federal Deposit Insurance; Federal Deposit Insurance Corporation queries: insurance; is fdic insurance per account;sipc insurance; fdic insured banks
Food delivery	-25.7%	1.0%	topics: Food;Delivery;Indian cuisine queries: food;delivery; delivery food;dema channel; fda advisers recommended approval of a vaccine for people ov; vanessa bryant, wife of late nba star kobe bryant, settled a
Recreational vehicle	-9.3%	0.9%	topics: Sales;RV park;Trailer queries: rv;volvo recharge; bumper pull campers for sale near me; used winnebago travel trailers for sale
Video game console	-3.3%	0.9%	topics: Video game;Fortnite Creative; The NBA Finals queries: console;is creative 2.0 on console; fortnite creative 2.0;fortnite creative 2.0 console

### 3. Google Trends Industries World - 2W Delta (2023-03-27, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Coffeemaker	-0.9%	0.8%	topics: Keurig;Cleaning queries: coffee maker; delonghi truebrew;ninja blender;best tasting coffee maker
Beauty	-6.2%	0.8%	topics: Supply;Beauty salon;Ulta Beauty;2021 queries: beauty; allure beauty box april 2023;whole foods beauty bag 2023; ulta 21 days of beauty 2023 calendar
Vehicle Insurance	6.2%	0.8%	topics: Insurance queries: insurance;car insurance



#### 4. Google Trends Industries USA - 2W Delta (2023-03-27, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Bank	5.6%	7.4%	topics: U.S. Bank Branch;U.S. Bancorp;Online banking; Bank failure;Failure queries: bank; silicon valley bank collapse;signature bank collapse; banks collapsing
Digital camera	29.7%	6.2%	topics: Camera;Ricoh GR digital cameras; Single-lens reflex camera;Olympus Camedia queries: camera; digital camera;panasonic lumix dc-g100kk;canon elph 190; nikon z fc
Stock market	-29.4%	4.9%	topics: Stock;Market;First Republic Bank queries: stock; stock market;market;svb stock;first republic bank;credit suisse
Video game console	-3.8%	4.4%	topics: Video game;Fortnite Creative; The NBA Finals queries: console;is creative 2.0 on console; fortnite creative 2.0;fortnite creative 2.0 console
Pharmacy	-3.4%	4.0%	topics: Pharmacy Technician;CVS Pharmacy; Walgreens queries: pharmacy;pharmacy match day 2023
Mutual fund	-16.9%	3.9%	topics: Investment fund queries: funds;first republic bank; frc stock;svb stock
Smartwatch	-5.1%	3.5%	topics: Watch;Megami Tensei queries: watch;smart watch; smartwatch;rival smartwatch;rival smart watch; rival smartwatch review
Variety store	-12.7%	2.6%	topics: Dollar Tree;Michaels;Clothes hanger; Inventory queries: dollar store
Life Insurance	-8.2%	2.1%	topics: Life queries: insurance;life insurance; cmfg life insurance;great american life insurance company; va life insurance rates
Pharmaceutical industry	-7.4%	2.1%	topics: Pharmaceutical drug;Company; Kobe Bryant queries: pharma;pharmaceutical; jazz pharmaceuticals stock;eye drop recall; greenstone pharmaceuticals
Newspaper	-4.3%	1.9%	topics: Daily Mail queries: daily;daily mail

#### 4. Google Trends Industries USA - 2W Delta (2023-03-27, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Film	7.7%	1.8%	topics: Movie theater;Television show;Lauren Kavanaugh; Champions queries: movie;movies;no hard feelings movie; faraway movie
Hand luggage	29.2%	1.8%	topics: Baggage;Size;Bag queries: carry on;10 kg to lbs; 100 ml to oz
Lingerie	-13.4%	1.8%	topics: Underwear;Brand;Victoria's Secret; Virginie Despentes queries: lingerie;despentes lingerie; despentes;house of cb
Financial services	-6.3%	1.7%	topics: Finance;Service;Silicon Valley Bank;NASDAQ:SIVB; SVB Financial Group queries: financial;svb financial group; svb financial stock;vanguard financial etf
Toy	-5.0%	1.7%	topics: Dog toy;Stuffed toy;Jack Daniel's queries: toy;toys; jack daniels dog toys;calico critters toys recalled
Toys	-5.0%	1.7%	topics: Dog toy;Stuffed toy;Jack Daniel's queries: toy;toys; jack daniels dog toys;calico critters toys recalled
Investment fund	-15.9%	1.6%	topics: Mutual fund; Securities Investor Protection Corporation; Federal Deposit Insurance Corporation queries: fund;funds; esg rule for retirement funds;svb stock;swvxx yield
Xbox	-6.0%	1.5%	topics: Xbox One;Xbox Series X and Series S;Valheim; Diablo IV queries: xbox one;xbox;xbox series;diablo 4 beta; grogu xbox controller
Vacation rental	-29.7%	1.5%	topics: Rent;Vacation queries: vacation;vacation rentals; osage beach vacation rentals;ryson vacation rentals
Trench coat	7.8%	1.5%	topics: Woman;Coat;Man;Lululemon Athletica;Athleta; Free People queries: trench;trench coat;coat; denim trench coat zara;urban outfitters;jcrew
3D Computer graphics	5.5%	1.4%	topics: 3D modeling;model queries: 3d model; 3d sculpting software;thangs;uvision 3d landscape creator

#### 4. Google Trends Industries USA - 2W Delta (2023-03-27, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Watch	6.7%	1.3%	topics: Apple Watch;Apple;92nd Academy Awards; The Academy Awards ceremony (The Oscars) queries: watch; where to watch march madness;watch march madness live
Watches	6.7%	1.3%	topics: Apple Watch;Apple;92nd Academy Awards; The Academy Awards ceremony (The Oscars) queries: watch; where to watch march madness;watch march madness live
Dating	1.5%	1.3%	topics: Mobile app;Online dating application;Online dating;Tyga; Cole Sprouse;Avril Lavigne queries: dating; who is michael b jordan dating?; pete davidson dating ice spice; dating milestones crossword clue

## 6. Wikipedia - 2W Delta (2023-03-27, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
1031	Credit Suisse Group AG	en.wikipedia.org/wiki/Credit_Suisse	3548	191.9%	193.9%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	32175	137.8%	35.4%
547	JPMorgan Chase & Co	en.wikipedia.org/wiki/JPMorgan_Chase	8276	41.1%	29.2%
963	HSBC Holdings PLC	en.wikipedia.org/wiki/HSBC	3035	27.6%	24.9%
563	Bank of America Corp	en.wikipedia.org/wiki/Bank_of_America	3927	21.1%	19.1%
328	Yamaha Corp	en.wikipedia.org/wiki/Yamaha_Corporation	6648	25.4%	16.1%
859	Alphabet Inc	en.wikipedia.org/wiki/Outline_VPN	210159	9.4%	14.5%
381	Seven & i Holdings Co Ltd		3302	39.3%	11.7%
852	Goldman Sachs Group Inc	en.wikipedia.org/wiki/Goldman_Sachs	2918	18.6%	11.0%
835	Accenture PLC	en.wikipedia.org/wiki/Accenture	4239	-13.0%	8.9%
975	Deutsche Telekom AG	en.wikipedia.org/wiki/Deutsche_Telekom	5215	1.0%	8.8%
413	Kellogg Co		4371	-1.4%	8.6%
692	Wells Fargo & Co	en.wikipedia.org/wiki/Wells_Fargo	4439	11.9%	7.8%
179	Capri Holdings Limited	en.wikipedia.org/wiki/Donatella_Versace	9036	-31.5%	7.5%
566	Pfizer Inc	en.wikipedia.org/wiki/Pfizer	2718	-53.7%	7.3%
576	Citigroup Inc	en.wikipedia.org/wiki/Citigroup	5219	-2.7%	6.6%
178	Merlin Entertainments PLC	en.wikipedia.org/wiki/Madame_Tussauds	2621	2.2%	6.3%
363	Sony Corp	en.wikipedia.org/wiki/Sony	31588	9.3%	5.7%
306	Qantas Airways Ltd	en.wikipedia.org/wiki/Qantas	4605	39.8%	5.1%

## 7. Wikipedia Pages- 2W Delta (2023-03-27, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Diablo_IV	128167	485%	268%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_AdSense	23597	617%	211%
		en.wikipedia.org/wiki/Resident_Evil_4	122085	173%	128%
859	Alphabet Inc	en.wikipedia.org/wiki/Waze	25457	350%	77%
		en.wikipedia.org/wiki/Big_Mac_Index	45642	412%	52%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	1077442	54%	48%
		en.wikipedia.org/wiki/ByteDance	137271	25%	37%
963	HSBC Holdings PLC	en.wikipedia.org/wiki/HSBC	34406	40%	37%
547	JPMorgan Chase & Co	en.wikipedia.org/wiki/JPMorgan_Chase	47159	39%	30%
		en.wikipedia.org/wiki/Malaysia_Airlines	15807	97%	30%
328	Yamaha Corp	en.wikipedia.org/wiki/Nayib_Bukele	37468	63%	29%
		en.wikipedia.org/wiki/Resident_Evil	74211	24%	25%
		en.wikipedia.org/wiki/Flipkart	121322	119%	22%
966	Sanofi SA	en.wikipedia.org/wiki/Zolpidem	19012	38%	22%
563	Bank of America Corp	en.wikipedia.org/wiki/Bank_of_America	28367	26%	21%
		en.wikipedia.org/wiki/HDFC_Bank	63362	119%	21%
791	Morgan Stanley	en.wikipedia.org/wiki/Morgan_Stanley	22421	17%	19%
179	Capri Holdings Limited	en.wikipedia.org/wiki/Donatella_Versace	19917	5%	17%
381	Seven & i Holdings Co Ltd	en.wikipedia.org/wiki/7-Eleven	20914	48%	16%
		en.wikipedia.org/wiki/Red_Bull	31467	17%	15%
		en.wikipedia.org/wiki/Resident_Evil_Village	27132	-14%	15%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Destiny_2	19724	-12%	15%
		en.wikipedia.org/wiki/MakeMyTrip	23564	30%	14%
		en.wikipedia.org/wiki/Karl_Lagerfeld	25618	18%	14%
955	Take Two Interactive	en.wikipedia.org/wiki/Grand_Theft_Auto:_Vice_City	29947	27%	13%
		en.wikipedia.org/wiki/Tata_Consultancy_Services	32649	-15%	12%
		en.wikipedia.org/wiki/Aston_Martin	20242	11%	12%
852	Goldman Sachs Group Inc	en.wikipedia.org/wiki/Goldman_Sachs	27322	19%	11%
		en.wikipedia.org/wiki/Jack_Daniel's	12144	33%	11%
		en.wikipedia.org/wiki/Resident_Evil_(film_series)	31401	-25%	11%
835	Accenture PLC	en.wikipedia.org/wiki/Accenture	61522	-13%	11%
313	Cathay Pacific Airways Ltd	en.wikipedia.org/wiki/Cathay_Pacific	11522	61%	10%

## 7. Wikipedia Pages- 2W Delta (2023-03-27, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		<a href="https://en.wikipedia.org/wiki/DuPont">en.wikipedia.org/wiki/DuPont</a>	15200	1%	10%
1017	Koninklijke Philips NV	<a href="https://en.wikipedia.org/wiki/Philips">en.wikipedia.org/wiki/Philips</a>	18249	32%	9%
132	Hasbro Inc	<a href="https://en.wikipedia.org/wiki/Monopoly_(game)">en.wikipedia.org/wiki/Monopoly_(game)</a>	19942	10%	9%
692	Wells Fargo & Co	<a href="https://en.wikipedia.org/wiki/Wells_Fargo">en.wikipedia.org/wiki/Wells_Fargo</a>	23011	18%	9%
		<a href="https://en.wikipedia.org/wiki/Buc-ee's">en.wikipedia.org/wiki/Buc-ee's</a>	17903	24%	9%
		<a href="https://en.wikipedia.org/wiki/Madison_Square_Garden">en.wikipedia.org/wiki/Madison_Square_Garden</a>	22499	14%	9%
		<a href="https://en.wikipedia.org/wiki/Jio">en.wikipedia.org/wiki/Jio</a>	22183	24%	9%
		<a href="https://en.wikipedia.org/wiki/Rivian">en.wikipedia.org/wiki/Rivian</a>	15443	2%	8%
		<a href="https://en.wikipedia.org/wiki/Monster_Hunter">en.wikipedia.org/wiki/Monster_Hunter</a>	12404	58%	8%
		<a href="https://en.wikipedia.org/wiki/Conrad_Hilton">en.wikipedia.org/wiki/Conrad_Hilton</a>	15029	10%	8%
1021	Nokia Oyj	<a href="https://en.wikipedia.org/wiki/Nokia">en.wikipedia.org/wiki/Nokia</a>	20525	21%	6%
		<a href="https://en.wikipedia.org/wiki/J%C3%A4germeister">en.wikipedia.org/wiki/J%C3%A4germeister</a>	16889	7%	6%
		<a href="https://en.wikipedia.org/wiki/MG_Cars">en.wikipedia.org/wiki/MG_Cars</a>	23598	19%	6%
338	Adobe Systems Inc	<a href="https://en.wikipedia.org/wiki/PDF">en.wikipedia.org/wiki/PDF</a>	31143	8%	6%
346	Porsche Automobil Holding SE	<a href="https://en.wikipedia.org/wiki/Porsche">en.wikipedia.org/wiki/Porsche</a>	24917	19%	5%
458	Volkswagen AG	<a href="https://en.wikipedia.org/wiki/Porsche">en.wikipedia.org/wiki/Porsche</a>	24917	19%	5%

## 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	instagram.com/p/CZ2qtN6j3KP	20.8%	364.8%	41.9%
59	Cedar Fair LP	instagram.com/p/Cb-wvONISi8 instagram.com/p/Cbfx1cVs82L instagram.com/p/CcF7qtaspvz	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	instagram.com/p/Cb3Kn4Eq_9H	11.8%	117.9%	9.1%
98	Etsy Inc		8.8%	141.8%	5.6%
115	Gap Inc	instagram.com/p/CbtEPWZuIAu instagram.com/p/Ca7sKPDJlIS instagram.com/p/Cb-asabroW3	2.6%	138.8%	5.3%

9. AppStore USA - 2W Delta (2023-03-25, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
227	SeaWorld Entertainment Inc	SeaWorld	299	8.0%	3.7%
1214	Next PLC	Rock Identifier: Stone ID	248	8.0%	3.0%
149	Intuit Inc	QuickBooks Accounting; QuickBooks Time Tracking	278	9.4%	2.4%
349	Honda Motor Co Ltd	HondaLink	300	11.5%	1.5%
708	Progressive Corp	Progressive; Snapshot® Mobile	262	0.1%	1.1%



### 10. AppStore Publishers USA - 2W Delta (2023-03-25, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Hulu, LLC	Hulu: Stream TV & movies	52	-10.5%	1.7%

#### 11. Online Retail Amazon - 2W Delta (2023-03-27, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
66	Tapestry Inc	400	164.9%	35.3%
526	General Mills Inc	875	20.9%	19.3%
528	Kraft Heinz Co	1344	63.5%	16.9%
5	Puma SE	1233	18.4%	9.2%
152	iRobot Corp	1361	18.5%	8.8%
541	HP Inc	8616	5.3%	7.5%
290	Wolverine World Wide Inc	2205	-7.4%	6.9%
456	Hankook Tire Co Ltd	623	3.8%	6.2%
538	Fujifilm Holdings Corp	740	-3.9%	5.6%
127	SEB SA	2294	5.1%	5.5%
442	Shimano Inc	669	20.3%	5.1%
540	Logitech International SA	3942	55.6%	4.9%
132	Hasbro Inc	4201	-15.2%	4.9%
427	Lenovo Group Ltd	1598	47.0%	4.8%
906	Western Digital Corp	358	-21.5%	4.8%
519	Nestle SA	1551	-15.4%	4.6%
956	Square Enix	722	-3.6%	4.4%
240	Steven Madden Ltd	405	1.8%	4.1%
959	Turtle Beach	1637	-6.1%	3.8%
958	Funko Inc	808	-50.2%	3.7%
615	Colgate-Palmolive Co	986	6.0%	3.6%
251	Texas Roadhouse Inc	332	21.2%	3.4%
365	LG Electronics Inc	1465	6.7%	3.3%
416	Beiersdorf AG	735	-14.9%	3.2%
277	Vista Outdoor Inc	1327	-8.9%	3.2%
600	Berkshire Hathaway Inc	4841	-3.3%	3.1%

## 12. Online Retail Walmart - 2W Delta (2023-03-27, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
6	Guess? Inc	452	502.7%	119.3%
71	Crocs Inc	1859	1,156.1%	98.9%
78	Deckers Outdoor Corp	115	248.5%	87.1%
240	Steven Madden Ltd	371	192.1%	47.9%
903	Seagate Technology PLC	119	88.9%	19.3%
5	Puma SE	936	55.0%	16.0%
957	Capcom	303	-38.3%	14.4%
161	Kering SA	359	-55.5%	13.9%
127	SEB SA	1474	7.7%	12.2%
529	J M Smucker Co	1164	-3.1%	11.5%
537	Acer Inc	1064	52.4%	10.0%
958	Funko Inc	341	85.3%	5.7%
427	Lenovo Group Ltd	1106	2.6%	5.5%
17	Amer Sports Oyj	2460	37.3%	5.0%

**13. Online Retail Bestbuy - 2W Delta (2023-03-27, 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>
28	Bang & Olufsen A/S	100	63.9%	14.7%
957	Capcom	312	79.3%	11.9%
426	Seiko Epson Corp	2740	30.2%	11.1%
364	Pioneer Corp	234	12.0%	8.2%
390	Nintendo Co Ltd	2549	7.8%	7.7%
574	Microsoft Corp	1929	12.5%	7.7%
362	Casio Computer Co Ltd	1375	27.6%	5.5%
907	Church & Dwight Co Inc	787	5.6%	5.5%
505	Activision Blizzard Inc	366	5.2%	5.2%
391	Electronic Arts Inc	4731	5.6%	3.9%
540	Logitech International SA	5409	24.9%	3.1%

14. Job Listings - 2W Delta (2023-03-27, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1058	CRH PLC	1568	92.1%	97%
988	Glencore PLC	337	53.3%	92%
1353	John Wood Group PLC	954	100.0%	92%
691	Northrop Grumman Corp	4688	100.0%	78%
976	Christian Dior SE	514	82.5%	78%
464	Fiat Chrysler Automobiles NV	654	68.7%	74%
160	Kate Spade	415	67.8%	68%
1203	Eiffage SA	2011	67.2%	64%
1052	UniCredit SpA	545	49.6%	56%
444	Bpost SA	517	57.3%	52%
22	Aritzia Inc	405	100.0%	50%
346	Porsche Automobil Holding SE	656	69.6%	48%
57	Caseys General Stores Inc	2544	-6.0%	47%
174	Marriott International Inc	19765	100.0%	47%
830	Arconic Inc	356	4.5%	42%
465	Anheuser Busch Inbev NV	921	9.3%	41%
633	Emerson Electric Co	2724	14.6%	40%
774	Qualcomm Inc	653	-39.8%	38%
161	Kering SA	904	44.5%	37%
1437	Close Brothers Group PLC	145	-33.2%	36%
418	Shiseido Co Ltd	434	44.3%	36%
1113	Ferguson Plc	493	-33.5%	35%
267	Ulta Beauty Inc	6527	59.0%	34%
964	Total SA	1104	10.8%	33%
63	Chipotle Mexican Grill Inc	4191	27.2%	32%
754	Time Warner Inc	990	57.0%	31%
109	Foot Locker Inc	1773	-14.4%	30%
34	Bloomin' Brands Inc	1424	-21.4%	30%
622	Danaher Corp	3313	-14.4%	30%
162	Kroger Co	23105	75.0%	30%

**15. Employee Company Ratings - 2W Delta (2023-03-27, 4 weeks QoQ) (Part 1)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Total reviews</b>	<b>Rating Gr.chg.</b>	<b>Outlook Gr.chg.</b>	<b>Mgmt Gr.chg</b>	<b>CEO Rating Gr.chg</b>	<b>Growing indicator</b>
600	Berkshire Hathaway Inc	8041	0.8%	12.1%	0.9%	0.4%	Outlook
1407	Lagardere SCA	621	1.6%	7.2%	2.8%	0.0%	Outlook
1376	Prosiebensat 1 Media SE	281	-3.4%	6.8%	-2.8%	0.0%	Outlook
350	Mitsubishi Motors Corp	2367	3.6%	5.6%	-3.2%	0.0%	Outlook
742	WEC Energy Group Inc	393	-0.1%	5.6%	1.3%	0.0%	Outlook
1340	Orion Oyj	212	-0.1%	5.2%	-0.1%	0.0%	Outlook