

ASTUTEX TRENDSPOTTING

December 12, 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
accessiBe	Company	4200.0	3325.0	topics: monday.com;Project; Customer relationship management;eToro; Project management queries: project mana; how to buy bitcoin on etoro; buy dogecoin on etoro;crm system monday; monday.com login
OpenAI	Artificial intelligence company	1384.6	861.5	topics: Online chat;Elon Musk; GUID Partition Table; Artificial intelligence;Chatbot
The Trump Organization	Real estate company	305.6	288.1	topics: Tax evasion queries: trump news
Elite Model Management	Modeling agency company	102.0	131.7	topics: Chief Executive Officer
monday.com	Project management software company	260.6	94.3	topics: Project; Customer relationship management;eToro; Project management; Dogecoin queries: project management sof; how to buy bitcoin on etoro; buy dogecoin on etoro;crm system monday; monday.com login
eToro	Financial services company	95.9	53.6	topics: monday.com;Project; Customer relationship management; Project management; Flower queries: project management softw; how to buy bitcoin on etoro; buy dogecoin on etoro;crm system monday; monday.com login
Bartesian Inc.	Company	135.5	32.1	topics: Keurig
TSMC	Semiconductor manufacturing company	44.5	27.3	topics: Stock;GlobalFoundries
Zno, Inc.	Company	45.7	21.7	topics: Photo album
Theraflu	Drug brand	83.0	21.6	topics: Influenza;Mucinex; Rapid influenza diagnostic test
Banjercito	Company	8.8	17.6	topics: Vehicle
PepsiCo, Inc	Food company	46.5	13.6	topics: Dan McLaughlin; Television documentary; The Pepsi Bottling Group;Michael Avenatti; Documentary queries: friends matthew per; tesla semi

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

Company Name	Type	Pop. growth	Growth change	Related topics
Herschel Supply Co.	Company	37.5	11.4	topics: Werewolf queries: warnock runoff
Tubi	Media company	43.8	8.4	topics: Fox Sports; FOX SPORTS Australia Pty Limited; Fox Sports Networks;Telemundo Deportes; Bally Sports app queries: fox world cup; watch world cup free; world cup live stream free;world cup live; world cup free stream
Mucinex	Drug brand	41.5	7.9	topics: Tablet; Theraflu queries: influenza a; flu medicine
Monroe County Water Authority	Water utility company in Rochester, New York	39.0	7.5	topics: Monroe County queries: monroe co
Groove Life Corp	Company	83.4	7.5	topics: Wallet
Morgan &	Law firm company	32.6	6.4	topics: Law firm
Huckberry	Company	46.5	5.6	
Delsey	Luggage company	68.9	5.3	
Humana	Company	3.1	4.9	topics: Point of sale queries: marketpla
Principal	Insurance company	5.9	2.3	topics: Pension;VSP Vision Care; American Funds queries: disneyland
MSC Cruises	Company	116.4	2.2	topics: The Bahamas
Leatherman	Manufacturing company	14.3	1.8	topics: Tool
FedEx Express	Cargo airline	-8.2	1.4	topics: Job;Layoff
TeePublic	Company	14.5	0.8	topics: T-shirt queries: funny shirts
Canva	Graphic design company	185.4	0.5	topics: Slide show;Banner
GitHub	IT service management company	86.8	0.4	topics: Workflow;OpenAI; Application programming interface;GPT-3; Meitu

1. Google Trends USA - 2W Delta (13weeks YoY) (Part 3)

Company Name	Type	Pop. growth	Growth change	Related topics
Viori Beauty LLC	Company	69.7	-1.1	topics: topics: Vuori queries:
Prada	Fashion company	5.9	-2.1	topics: Sunglasses;Balenciaga;Handbag; Money clip;Loafer queries: money clip
Mixbook	Company	43.5	-2.4	topics: Photo album
Embark Veterinary	Company	18.3	-4.0	topics: Genetic testing
HealthSherpa	Insurance company	45.3	-8.2	topics: HealthCare.gov
Audacy	Company	52.6	-12.9	topics: Festival

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1491	Utenos trikotažas	2022-12-12	-19%	23%
1151	Polskie Gornictwo Naftowe i Ga	2022-12-12	25%	17%
445	Royal Mail PLC	2022-12-12	24%	12%
944	Shutterfly Inc	2022-12-12	31%	11%
768	Welltower Inc	2022-12-12	5%	10%
997	Electricite de France SA	2022-12-12	29%	9%
1107	Legrand SA	2022-12-12	13%	5%
1408	Rexel SA	2022-12-12	-6%	3%
414	Mondelez International Inc	2022-12-12	22%	1%

3. Google Trends Industries World - 2W Delta (2022-12-12, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cruise	37.8%	3.8%	topics: Ship;Cruise ship;Polaris;Turtles; Overboard queries: cruise;cruise ship; viking polaris cruise ship;rogue wave hits cruise ship; cruise ship man overboard
Enterprise Resource Planning	25.7%	2.0%	topics: System;Software;USDA Rural Development; Manufacturing execution system; Performance indicator queries: erp; what does erp stand for in business
Lipstick	-29.6%	1.6%	topics: Estée Lauder;Color queries: lipstick; kathy hilton lipstick; charlotte tilbury mini pillow talk lipstick & liner set pill; lisa eldridge lipstick
Sports betting	-2.1%	1.6%	topics: Sports; Michigan–Ohio State football rivalry queries: betting; world cup best bets;■■■■ ■■■;usa vs iran betting odds
TV Show	-3.3%	1.5%	topics: Television;1899;Mammal queries: shows;series;tv show; kirstie alley movies and tv shows;shows like wednesday; val kilmer willow series
Black Friday	-5.9%	1.4%	topics: Discounts and allowances queries: black friday; peacock black friday deal;old navy black friday hours; is the stock market open on black friday
Social media	-0.4%	1.3%	topics: Media queries: social; anderson lee aldrich social media;who owns hive social; become unpleasant crossword
Mutual fund	-14.4%	1.2%	topics: Investment fund;Ownership queries: funds; savings account definition;what is a certificate of deposit; why does dave recommend that you invest in mutual funds for
Application programming interface	44.0%	1.1%	topics: Representational state transfer;Python; Data queries: api;chat gpt api;video api;javafx api
Energy Drink	31.0%	1.1%	topics: Drink;harmful queries: energy;energy drink; energy drink advent calendar;who makes bang energy drink; c4 energy drink ingredients
Pharmaceutical industry	-2.0%	1.0%	topics: Pharmaceutical drug;Company queries: pharma; pharmaceutical;opiant pharmaceuticals;sagent pharmaceuticals; nrx pharmaceuticals

3. Google Trends Industries World - 2W Delta (2022-12-12, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Toy	-11.0%	0.9%	topics: topics: Boyqueries: toys;■■■■■ ■■■■■■■■■■; la mejor juguetería cerca de mí; ■■■■■ ■■■ ■■■■■■■■ queries: queries: toys;■■■■■ ■■■ ■■■■■■■■
Toys	-11.0%	0.9%	topics: Boy queries: toys;■■■■■ ■■■■■■■■■■; la mejor juguetería cerca de mí;■■■■■ ■■■ ■■■■■■■■
Clothes dryer	-4.0%	0.9%	topics: Washing machine;Combo washer dryer; Hair dryer queries: dryer;dyson blow dryer black friday; shark hair dryer black friday;hair dryer black friday
Skin care	3.2%	0.7%	topics: Skin queries: skincare;skin care; target skincare advent calendar; some skin care ingredients informally; some skin care ingredients informally crossword
Diet	-5.0%	0.7%	topics: Food;Ketogenic diet;Eating queries: diet;ice hack diet; duckweed;green mediterranean diet plan
Video card	3.1%	0.5%	topics: Nvidia;Personal computer;Video game; Palit StormX GeForce RTX 3060 queries: graphics card; cyber monday graphics card deals;cyber monday gpu deals; how to know what graphics card i have
Infant	0.8%	0.5%	topics: Month;Birth;Baby shower queries: baby; newborn horse hooves;chimpanzee reunited with baby; baby boomers living alone
Cloud computing	24.3%	0.5%	topics: Google Cloud Platform;Video game;Cloud gaming; Tier list queries: cloud;neural cloud tier list; neural cloud tier list reddit;neural cloud reroll guide
Jewelry design	-5.6%	0.5%	topics: Jewellery;Design;Software;Kay Jewelers; Etsy queries: jewelry design;jewellery;jewelry designers; vever joaillerie;guerin joaillerie;bc joaillerie
Gym	8.1%	0.5%	topics: Pokémon;Medal;Violet;Psychic queries: gym; scarlet and violet gym order;alfornada gym;medali gym test
Investment fund	-13.1%	0.4%	topics: Mutual fund queries: fund;funds; blackstone real estate fund; blackstone real estate fund withdrawals;maharlika wealth fund

3. Google Trends Industries World - 2W Delta (2022-12-12, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Mobile games	4.3%	0.4%	topics: topics: Mobile phone;Game;Video game;Award; The Eminence in Shadow;PC gamequeries: mobile games; google play mobile games now on pc; most popular mobile games 2022 queries: queries: mobile game; most popular mobile games 2022
Coat	-10.3%	0.3%	topics: Woman;Winter;Man queries: coat;metal coat scarlet; metal coat pokemon violet;pokemon scarlet metal coat
Trench coat	18.0%	0.3%	topics: Coat;Woman;Man;Shearling coat; Trench queries: trench coat;cropped trench coat; gabardina en ingles

4. Google Trends Industries USA - 2W Delta (2022-12-12, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cruise	41.0%	4.5%	topics: Ship;Cruise ship;Polaris;Turtles; Overboard queries: cruise;cruise ship; viking polaris cruise ship;rogue wave hits cruise ship; cruise ship man overboard
3D Printing	21.6%	4.4%	topics: Three-dimensional space;Printing; Printer queries: 3d printer;3d print; black friday 3d printer deals;3d printers black friday; 3d printer reviews 2022
Business	-40.9%	2.9%	topics: Business;Software;Architecture;Graphic charter; Corporate identity;Charter queries: empresa;empresas; empresa mas grande del mundo; cual es la empresa mas grande del mundo; cration logo entreprise
Sports betting	-16.4%	2.7%	topics: Sports; Michigan–Ohio State football rivalry queries: betting; world cup best bets; usa vs iran betting odds
Video camera	-11.2%	2.1%	topics: Camera;Video;Lynnwood;Redmond;Kirkland queries: camera; video camera;video camera black friday;redmond traffic cameras; video camera bird feeder
Lipstick	-48.6%	1.6%	topics: Estée Lauder;Color queries: lipstick; kathy hilton lipstick; charlotte tilbury mini pillow talk lipstick & liner set pill; lisa eldridge lipstick
Digital camera	0.1%	1.6%	topics: Camera;Sony Cyber-shot DSC-W800; Kodak PIXPRO WPZ2 Digital Camera; Disposable camera queries: digital;camera;digital camera; b&h photo;disposable camera;2000s digital camera
Website	10.5%	1.4%	topics: Google Sites;World Wide Web;Citation queries: website; websites to watch the world cup; free websites to watch world cup; websites to watch the world cup free
Gym	5.4%	1.4%	topics: Pokémon;Medal;Violet;Psychic queries: gym; scarlet and violet gym order;alfornada gym;medali gym test
Sports	-4.1%	1.4%	topics: Sports;Bar;Sports betting queries: sports; where to watch the world cup;fox sports world cup; fox sport live
Skin care	8.6%	1.3%	topics: Skin queries: skincare;skin care; target skincare advent calendar; some skin care ingredients informally; some skin care ingredients informally crossword

4. Google Trends Industries USA - 2W Delta (2022-12-12, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Video card	-5.6%	1.0%	topics: topics: Nvidia;Personal computer;Video game; Palit StormX GeForce RTX 3060queries: graphics card; cyber monday graphics card deals;cyber monday gpu deals; how to know what graphics card i have queries: queries: grap; how to know what graphics card i have
Health Insurance	-5.1%	0.9%	topics: Health;Insurance queries: insurance;health insurance; what is a consequence of not having health insurance?; cereal that has amazing health benefits; valuable violin crossword clue
Food delivery	-26.2%	0.9%	topics: Food;Delivery;Gobble;Goldbelly queries: food; delivery food;delivery;noodles and company;auto parts; pressure cooker recipes
Accounting	2.7%	0.9%	topics: Account;Accountant;Job queries: accounting; accounting certificate programs; what is the main purpose of the dual accounting method?; which payroll taxes are paid by employers and have no employ
Online shopping	-16.0%	0.8%	topics: Shopping queries: shopping;online shopping; macys shop online;msf online store;fifa shop online
Streaming Multimedia	22.2%	0.8%	topics: Livestreaming;Live television; Macy's Thanksgiving Day Parade; Telemundo Deportes queries: streaming;stream; live streaming piala dunia;live streaming piala dunia 2022; live streaming sctv piala dunia 2022
Black Friday	-12.6%	0.8%	topics: Discounts and allowances queries: black friday; peacock black friday deal;old navy black friday hours; is the stock market open on black friday
Pharmaceutical drug	12.9%	0.8%	topics: Medicine;Drug queries: medication;medicine; adhd medication shortage
Electronics	-17.3%	0.7%	topics: Recycling;Email queries: electronic; cyber monday electronics;best electronic black friday deals; electronics for teens
Electronics	-17.3%	0.7%	topics: Recycling;Email queries: electronic; cyber monday electronics;best electronic black friday deals; electronics for teens
TV Show	11.7%	0.6%	topics: Television;1899;Mammal queries: shows;series;tv show; kirstie alley movies and tv shows;shows like wednesday; val kilmer willow series

4. Google Trends Industries USA - 2W Delta (2022-12-12, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Infant	-2.8%	0.6%	topics: topics: Month;Birth;Baby showerqueries: baby; newborn horse hooves;chimpanzee reunited with baby; baby boomers living alone queries: queries: baby; baby boomers living alone
Road	12.5%	0.6%	topics: Distance;Travel;Road trip;Heaven queries: road; mndot road conditions;victory road pokemon violet; iowa 511 road conditions
Cookware and Bakeware	-3.6%	0.6%	topics: Frying pan;Cookware Set;Cyber Monday; 360 Cookware queries: cookware;thyme and table 32 piece set; thyme and table cookware 32 piece set;flavcity cookware

5. Website Traffic - 2W Delta (2022-12-10, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
27	B&M European Value Retail SA	5.079769	376%	68%
823	National Oilwell Varco Inc	1.561846	36%	63%
635	Entergy Corp	1.659307	41%	37%
691	Northrop Grumman Corp	3.577230	61%	33%
879	Zimmer Biomet Holdings Inc	1.347538	69%	33%
289	Wizz Air Holdings PLC	35.169384	183%	25%
81	DFS Furniture PLC	1.615076	56%	23%
844	ANSYS Inc	7.690230	133%	19%
726	Texas Instruments Inc	30.483307	135%	19%
490	Etablissements Franz Colruyt	1.977153	142%	18%
548	Chevron Corp	2.332000	21%	14%
724	Sysco Corp	3.458769	72%	14%
247	Technogym SpA	1.472769	19%	13%
468	Asahi Group Holdings Ltd	3.173307	70%	13%
603	Bristol-Myers Squibb Co	2.423692	31%	13%
431	Eva Airways Corp	8.739230	318%	12%
214	PriceSmart Inc	6.671230	10%	9%
469	Sapporo Holdings Ltd	1.842538	78%	9%
330	Auto Trader Group PLC	32.729461	24%	8%
621	Cummins Inc	4.349000	61%	8%
957	Capcom	14.317384	112%	7%
91	Electrolux AB	3.804769	18%	7%
811	AmerisourceBergen Corp	1.344384	207%	7%
313	Cathay Pacific Airways Ltd	18.931769	180%	7%
584	Aflac Inc	3.452538	42%	6%
445	Royal Mail PLC	56.338153	41%	6%

6. Wikipedia - 2W Delta (2022-12-12, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2985	-1.0%	12.4%
1017	Koninklijke Philips NV	en.wikipedia.org/wiki/Philips	7880	48.6%	9.7%
963	HSBC Holdings PLC	en.wikipedia.org/wiki/HSBC	2751	13.1%	8.5%
196	Oriental Land Co Ltd		3350	28.2%	8.3%
14	Adidas AG	en.wikipedia.org/wiki/Adidas	11663	38.5%	8.2%
391	Electronic Arts Inc	en.wikipedia.org/wiki/Electronic_Arts	40793	0.6%	6.9%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	50671	28.9%	6.5%
351	Hyundai Motor Co	en.wikipedia.org/wiki/Jeonbuk_Hyundai_Motors	3810	2.6%	6.3%
5	Puma SE	en.wikipedia.org/wiki/Puma_(brand)	2539	23.5%	5.8%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	7930	44.2%	5.8%
399	Wal-Mart Stores Inc		2749	18.1%	5.7%
556	General Electric Co	en.wikipedia.org/wiki/General_Electric	8971	6.1%	5.1%

7. Wikipedia Pages- 2W Delta (2022-12-12, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Leonard_v._Pepsico%2C_Inc.	119373	5,563%	2,165%
161	Kering SA	en.wikipedia.org/wiki/Balenciaga	128151	327%	219%
		en.wikipedia.org/wiki/Chippendales	58357	154%	73%
		en.wikipedia.org/wiki/Blackwater_(company)	17070	33%	41%
947	LVMH	fr.wikipedia.org/wiki/Bernard_Arnault	70149	31%	33%
458	Volkswagen AG	en.wikipedia.org/wiki/Volkswagen	24433	18%	26%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/Mythic_Quest	29300	35%	22%
691	Northrop Grumman Corp	en.wikipedia.org/wiki/Northrop_Grumman	23483	57%	20%
		en.wikipedia.org/wiki/Foxconn	25848	86%	19%
391	Electronic Arts Inc	en.wikipedia.org/wiki/FIFA_(video_game_series)	15115	19%	18%
		en.wikipedia.org/wiki/Theranos	42096	14%	17%
		en.wikipedia.org/wiki/Harrods	22600	312%	16%
143	Hugo Boss AG	en.wikipedia.org/wiki/Hugo_Boss	16999	41%	13%
963	HSBC Holdings PLC	en.wikipedia.org/wiki/HSBC	17057	12%	13%
391	Electronic Arts Inc	en.wikipedia.org/wiki/Need_for_Speed	33484	39%	13%
161	Kering SA	en.wikipedia.org/wiki/Kering	59886	-6%	12%
		en.wikipedia.org/wiki/Fox_Broadcasting_Company	36425	33%	11%
458	Volkswagen AG	en.wikipedia.org/wiki/Lamborghini	34207	37%	10%
132	Hasbro Inc	en.wikipedia.org/wiki/Hasbro	16619	8%	10%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Sekiro:_Shadows_Die_Twice	20313	14%	10%
		en.wikipedia.org/wiki/Erin_Brockovich	17611	2%	9%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/World_of_Warcraft	22759	53%	9%
747	Comcast Corp	en.wikipedia.org/wiki/Comcast	22654	15%	7%
870	MetLife Inc	en.wikipedia.org/wiki/MetLife_Stadium	13497	48%	6%
692	Wells Fargo & Co	en.wikipedia.org/wiki/Wells_Fargo	21788	4%	6%
5	Puma SE	en.wikipedia.org/wiki/Puma_(brand)	17638	30%	6%
556	General Electric Co	en.wikipedia.org/wiki/Thomas_Edison	62021	8%	5%
		en.wikipedia.org/wiki/TSMC	22962	3%	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 (2022-12-10, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
507	InterContinental Hotels Group PLC	IHG Hotels & Rewards	248	7.5%	3.8%
55	Carnival Corp	Carnival HUB	233	12.6%	1.9%
1417	Signify NV	Philips Hue	279	21.4%	1.1%

10. AppStore Publishers USA - 2W Delta (2022-12-10, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Chime Financial, Inc.	Chime – Mobile Banking	170	1.1%	16.4%
	ROADGET BUSINESS PTE. LTD.	SHEIN - Online Fashion	30	18.5%	10.7%
	FOX Sports Interactive	FOX Sports: Watch Live	62	11.1%	9.9%
489	Walgreens Boots Alliance Inc	Walgreens	179	2.9%	8.8%
	GrubHub.com	Grubhub: Food Delivery	165	-1.1%	8.5%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	110	26.7%	7.7%
	ADP, Inc	ADP Mobile Solutions	161	-3.1%	7.5%
	TextNow, Inc.	TextNow: Call + Text Unlimited	142	-19.4%	5.4%
189	Nike Inc	Nike: Shoes, Apparel, Stories; Nike SNKRS: Sneaker Release	35	12.0%	5.0%
175	McDonald's Corp	McDonald's	14	21.9%	4.7%
	Domino's Pizza LLC	Domino's Pizza USA	113	3.3%	4.2%
	Fetch Rewards	Fetch: Have Fun, Save Money	45	46.9%	4.1%
	T-Mobile	T-Mobile	94	25.8%	3.8%
	Affirm, Inc.	Affirm: Buy now, pay over time	112	14.2%	3.6%
	Afterpay	Afterpay - Buy Now Pay Later	129	1.7%	3.0%
	Dunkin' Donuts	Dunkin'	104	25.5%	2.4%
	EVOLLY.APP	TV Remote - Universal Control	113	19.7%	2.1%
945	Shopify Inc	Shop: All your favorite brands	41	5.7%	1.6%
	Musi Inc.	Musi - Simple Music Streaming	161	-24.1%	1.5%

11. Online Retail Amazon - 2W Delta (2022-12-12, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
20	Apple Inc	634	9.1%	12.7%
476	Nikon Corp	723	-3.5%	11.0%
16	Amazon.com Inc	36011	57.9%	8.3%
39	Breville Group Ltd	1437	32.2%	7.6%
179	Capri Holdings Limited	615	-28.7%	6.4%
442	Shimano Inc	591	-17.3%	5.2%
615	Colgate-Palmolive Co	1321	20.4%	5.0%
947	LVMH	354	-0.6%	5.0%
903	Seagate Technology PLC	644	-18.3%	4.6%
111	Fossil Group Inc	1082	-11.3%	4.6%
427	Lenovo Group Ltd	987	-28.4%	4.4%
2	Mattel Inc	6704	5.9%	3.8%
71	Crocs Inc	6820	10.5%	3.5%
274	VF Corp	8324	-8.4%	3.4%
526	General Mills Inc	740	-47.1%	3.1%

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

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
457	Goodyear Tire & Rubber Co	2951	325.8%	151.7%
233	Skechers USA Inc	3926	272.5%	106.2%
212	Prada SpA	453	348.5%	78.7%
143	Hugo Boss AG	210	69.4%	73.6%
71	Crocs Inc	516	49.6%	69.1%
26	Avon Products Inc	243	113.2%	67.5%
184	Movado Group Inc	171	-14.5%	30.3%
390	Nintendo Co Ltd	884	-1.1%	26.7%
518	Chocoladefabriken Lindt & Spru	233	20.1%	24.4%
250	Tempur Sealy International Inc	325	85.7%	20.0%
66	Tapestry Inc	812	-43.6%	15.9%
391	Electronic Arts Inc	981	-22.0%	13.8%
538	Fujifilm Holdings Corp	657	-13.9%	13.1%
45	Burberry Group PLC	399	42.5%	12.4%
600	Berkshire Hathaway Inc	1508	-16.0%	11.3%
502	Ubisoft Entertainment SA	543	-33.9%	10.8%
958	Funko Inc	360	22.4%	10.8%
525	Campbell Soup Co	718	42.2%	10.6%
365	LG Electronics Inc	1255	15.7%	10.3%
567	Procter & Gamble Co	1552	26.1%	9.5%
531	L'Oreal SA	470	30.6%	9.4%
426	Seiko Epson Corp	1061	0.6%	7.1%
14	Adidas AG	2549	47.9%	6.1%
959	Turtle Beach	1071	59.6%	5.7%

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

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
179	Capri Holdings Limited	283	356.5%	58.0%
129	Haier Electronics Group Co Ltd	121	146.9%	28.8%
16	Amazon.com Inc	2580	32.4%	22.3%
955	Take Two Interactive	2748	50.2%	18.3%
365	LG Electronics Inc	6700	-27.1%	16.1%
903	Seagate Technology PLC	3043	-0.1%	14.5%
427	Lenovo Group Ltd	1786	6.9%	13.8%
477	Panasonic Corp	3447	11.7%	10.9%
540	Logitech International SA	5437	16.3%	10.0%
538	Fujifilm Holdings Corp	954	18.7%	9.0%
475	Sharp Corp	562	-48.2%	8.9%
264	Techtronic Industries Co Ltd	198	-37.7%	8.8%
106	Fitbit Inc	844	-22.3%	8.7%
122	GoPro Inc	651	37.1%	8.6%
505	Activision Blizzard Inc	348	-39.5%	8.4%
541	HP Inc	3425	-11.3%	8.4%
424	Samsung Electronics Co Ltd	20957	-12.6%	8.2%
79	De Longhi SpA	2977	-16.1%	8.2%
391	Electronic Arts Inc	5314	-11.0%	7.5%
906	Western Digital Corp	4698	-39.4%	7.3%
111	Fossil Group Inc	122	-36.5%	7.1%
574	Microsoft Corp	1947	1.0%	6.7%
537	Acer Inc	736	46.0%	4.7%
426	Seiko Epson Corp	1963	-13.3%	4.5%
188	Newell Brands Inc	123	-60.7%	3.2%

14. Job Listings - 2W Delta (2022-12-12, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1214	Next PLC	1493	5.8%	95%
642	NextEra Energy Inc	1068	63.5%	82%
1292	GN Store Nord A/S	268	100.0%	62%
924	Zoetis Inc	295	75.3%	58%
1085	Aeroports de Paris SA	652	-9.6%	56%
207	Pets at Home Group PLC	454	79.7%	49%
799	FLIR Systems Inc	154	-13.8%	46%
421	Greene King PLC	836	33.0%	31%
991	Safran SA	1925	83.6%	28%
59	Cedar Fair LP	140	-16.9%	28%
114	GameStop Corp	6538	96.6%	28%
405	Danone SA	1122	47.7%	26%
313	Cathay Pacific Airways Ltd	248	5.9%	25%
134	Herbalife Ltd	118	0.4%	24%
1521	IDEX Corp	178	-16.6%	24%
990	Reckitt Benckiser Group PLC	885	79.5%	23%
1012	Engie SA	2248	60.4%	23%
1462	Aggreko PLC	236	-2.6%	22%
1572	Tesla Inc	6783	44.2%	21%
1072	London Stock Exchange Group PL	1561	60.5%	21%
1513	Dexcom Inc	304	-25.4%	20%
396	Carrefour SA	3897	26.2%	20%
519	Nestle SA	2557	18.0%	19%
710	Raytheon Co	202	-39.7%	18%
282	Wendys Co	21329	75.0%	17%
575	Kinder Morgan Inc	394	65.2%	16%
379	Casino Guichard Perrachon SA	285	21.9%	16%
718	Ametek Inc	455	-29.4%	16%
1546	Howmet Aerospace Inc	583	31.6%	16%
80	Dennys Corp	8406	79.3%	16%

15. Employee Company Ratings - 2W Delta (2022-12-12, 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
1473	Metro Bank PLC	1201	0.8%	0.0%	16.9%	0.0%	Management
292	World Wrestling Entertainment	389	6.0%		6.0%	0.0%	Rating
176	Medifast Inc	342	-1.1%	5.8%	-0.4%	0.0%	Outlook
179	Capri Holdings Limited	2006	0.0%	5.7%	3.6%	1.6%	Outlook
199	Orpea SA	209	-0.4%	5.6%	-0.2%	0.0%	Outlook
987	EssilorLuxottica SA	1210	1.6%	5.2%	1.5%	0.0%	Outlook