

ASTUTEX TRENDSPOTTING

March 13, 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
Silvergate Capital	Bank holding company	480.3	283.0	topics: Bank;NASDAQ:COIN; Tesla queries: silvergate capital news; tsla stock
Relativity Space	Company	280.0	246.7	topics: Space launch;Twitter; Livestreaming queries: terran 1; relativity space launch;terran 1 launch
SVB Financial Group	Commercial banking company	225.6	232.6	topics: Stock;Financial services; Bank queries: svb financial group stock
Silicon Valley Bank	Commercial banking company	240.0	189.0	topics: Stock;NASDAQ:SIVB; Financial services; Bloomberg queries: svb stock;svb; silicon valley bank stock;svb ceo
Kentucky Utilities	Corporation	129.2	124.8	topics: Power outage;Map; Electric power queries: ku outage; ku outage map;ku
Louisville Gas & Electric	Company	78.7	79.7	topics: Power outage;Map; Electric power queries: lge outage; lge power outage;lge power outage map;wdrb
Malaysia Airlines	Airline	49.4	38.7	topics: Malaysia Airlines Flight 370; Flight;Netflix queries: mh370; malaysia airlines flight mh370;mh 370
DrinkPrime	Water purification company in Bengaluru, India	70.5	29.9	topics: Caffeine;Prime number; Flavor queries: prime drink; can kids drink prime; can 12 year olds drink prime hydration
Fox Corporation	Media company	32.9	28.5	topics: Price;Stock; Share price queries: fox news stock; fox corporation;fox news stock price
SVB Securities	Capital market company	-62.8	20.4	topics: Stock; Silicon Valley Bank queries: svb leerink
Dish Network	Satellite television company	0.7	16.1	topics: Service;DISH;Customer Service; ESPN.com queries: dish;dish pay bill; dish network outage;dish cyber attack
Vodafone Idea	Telecom company	1.5	15.7	topics: Scream;Movie theater; AMC Theatres queries: scream vi;scream; scream vi showtimes;scream vi streaming

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

Company Name	Type	Pop. growth	Growth change	Related topics
Scholastic Book Fairs	Company	56.1	12.3	topics: topics: Scholastic Corporation; Digital wallet; book fairqueries: scholastic; scholastic book fair; scholastic ewallet queries: queries: sch; scholastic ewallet
Maverick Work Wear, Inc.	Company	175.1	12.0	topics: Internet coupon;Ariat; Toe queries: brunt work boots; where are brunt boots made; brunt boot reviews
Signature Bank	Commercial banking company	44.8	11.6	topics: Stock;Cryptocurrency; Share price queries: signature bank; signature bank stock;silvergate
Novo Nordisk	Pharmaceutical company	70.8	10.7	topics: Semaglutide;Stock; Eli Lilly and Company; Pfizer queries: novo nordisk stock; novo nordisk;novo stock
Guaranty Trust Holding Company PLC	Financial company	32.4	10.6	topics: Customer Service;Online chat; Customer queries: gtbank;chat gtb;gt bank
Checkers	Retail company	29.9	7.1	topics: Game;Chess;Checkers; Blackjack queries: checkers online;chess; checkers game;white castle
Trinity Health	Health care company	77.7	7.1	topics: Trinity Health MyChart;Michigan; Muskegon; University of Michigan Hospital queries;; trinity health mychart; trinity health mychart login
Myriad Neuroscience	Biotechnology company in Mason, Ohio	24.6	6.9	topics: Result; International Classification of Diseases; Genetics queries: genesight testing; genesight provider login
Pair Eyewear, Inc.	Company	59.0	2.7	queries: pair eyewear;paireyewear com; pair eyewear reviews
Pumpkin Pet Insurance	Insurance company in New York City,	84.9	0.6	topics: MetLife;Trupanion; American Society for the Prevention of C; metlife pet insurance;pet insurance
MSC Cruises	Company	136.2	-3.9	topics: Seascope;Carnival Cruise Line; Cape Canaveral;Route queries: msc cruise; msc seascope;msc cruises 2023; msc cruises phone number

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

Company Name	Type	Pop. growth	Growth change	Related topics
Zapier	Software company	51.7	-4.7	topics: Shopify;Artificial intelligence; Row; Nonprofit organization queries: what is ; zapier integrations;zapier login

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
428	Japan Airlines Co Ltd	2023-03-13	138%	58%
915	DISH Network Corp	2023-03-13	44%	48%
1466	Inmarsat PLC	2023-03-13	34%	34%
1066	Givaudan SA	2023-03-13	6%	16%
831	Pioneer Natural Resources Co	2023-03-13	34%	12%
1437	Close Brothers Group PLC	2023-03-13	29%	11%
1436	Man Group PLC	2023-03-13	19%	11%
521	Calbee Inc	2023-03-13	29%	9%
1373	Pennon Group PLC	2023-03-13	20%	8%
1283	JCDecaux SA	2023-03-13	4%	5%
1007	Henkel AG & Co KgaA	2023-03-13	-6%	4%
1025	Amadeus IT Group SA	2023-03-13	13%	4%
1365	OC Oerlikon Corporation AG Pfa	2023-03-13	12%	4%
1250	LEG Immobilien AG	2023-03-13	-1%	3%
830	Arconic Inc	2023-03-13	26%	2%

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

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Snow boot	-11.0%	5.0%	topics: Boot;Snow;Helly Hansen;On;Tory Burch LLC queries: boots; snow boots;bog winter boots;merrell snow boots women; coach snow boots
Genetic testing	0.8%	3.9%	topics: DNA;Genetics;Disappearance of Madeleine McCann; Abnormality queries: dna;dna test;mccann dna test; madeleine mccann
Workflow	4.5%	3.5%	topics: GitHub;JSON;Role;PowerShell queries: workflow;■■■■■■; mahadbt workflow.gov.in login;agri dbt workflow.gov.in
sweater	3.6%	3.3%	topics: Sweater queries: hoodie;rapper sweatshirt
Hoodie	3.6%	3.3%	topics: Sweater queries: hoodie;rapper sweatshirt
hiking apparel	-8.0%	3.3%	topics: Clothing;Hiking;Polar fleece;Trail; Brand queries: hiking clothes;hiking outfit; hiking gear for women;arcteryx
Self storage	-12.2%	2.8%	queries: storage;storage units;storage near; temperature controlled storage units near me;storages near me; storage units edmonton
Down jacket	3.9%	2.8%	topics: Jacket;Down feather queries: puffer;puffer jacket; pasta puffer;tommy hilfiger puffer jacket women
Lingerie	-10.1%	2.7%	topics: Underwear;Brand;Virginie Despentes; Pattern queries: lingerie;despentes lingerie;despentes; linger meaning
Boots	-0.7%	2.6%	topics: Man;Shoes;Red queries: boots;seth rollins red boots; red boots trend;hulk boots
Vehicle Insurance	3.5%	2.5%	topics: Insurance queries: insurance;car insurance; auto insurance companies in tn; car insurance quotes knoxville tn

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

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Jewellery	-0.9%	2.5%	topics: Gold;Jewellery store;Jair Bolsonaro; Michelle Bolsonaro queries: jewelry;jewellery;bolsonaro joias; joias michelle bolsonaro;michelle bolsonaro jóias
Vacation rental	-20.9%	2.5%	topics: Rent;Vacation queries: ferienwohnung;rentals;vacation; tybee beach vacation rentals;seaside florida vacation rentals; vacation rentals kissimmee fl
Flooring	-13.7%	2.3%	topics: Polyvinyl chloride;Wood flooring queries: flooring; flooring wholesalers near me;scratch master flooring
Coat	0.1%	2.2%	topics: Jacket;Man queries: coat;damar coat;rihanna red coat; damar hamlin coat
Real Estate	-12.4%	2.2%	topics: Estate;Sales queries: real estate;sundae real estate; plan alimentaire perte de poids savoirmaigrir.fr; maigrir sans sport savoirmaigrir.fr
Weight loss	4.1%	2.2%	topics: Semaglutide;Eating;Diet; Savoir maigrir queries: weight loss;weight; plan alimentaire perte de poids savoirmaigrir.fr; ozempic weight loss weight watchers; simple am ritual for weight loss
Recreational vehicle	-10.7%	2.1%	topics: Camping;RV park;Sales queries: rv;camper;2022 dynamax rv
Car dealership	-12.1%	1.9%	topics: Car queries: dealership;car sales feb 2023; kelly blue books
Heating, ventilation, and air	2.1%	1.9%	topics: System queries: hvac;hvac near me;micron gauge hvac; hvac supply houses near me;hvac ■■■
Heating Ventilation and AC	2.1%	1.9%	topics: System queries: hvac;hvac near me;micron gauge hvac; hvac supply houses near me;hvac ■■■
Slipper	7.5%	1.9%	topics: UGG;Man;Flip-flops queries: slippers; what is chappal in india;supportive slippers for women; panda dunks

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

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Vacation rental	-30.4%	5.1%	topics: Rent;Vacation queries: ferienwohnung;rentals;vacation; tybee beach vacation rentals;seaside florida vacation rentals; vacation rentals kissimmee fl
Athleisure	6.2%	3.6%	topics: Clothing;Capsule wardrobe;Aerie;Spring; Tennis queries: athleisure
Footwear	9.2%	3.4%	topics: Shoes;Industry average;New Balance; Casual wear queries: footwear;kids safety footwear; footwear with a sturdy toe; footwear with a sturdy toe crossword
sweater	6.6%	3.3%	topics: Sweater queries: hoodie;rapper sweatshirt
Hoodie	6.6%	3.3%	topics: Sweater queries: hoodie;rapper sweatshirt
Tracksuit	-5.6%	3.1%	topics: Suit;Man;Woman;Beige;Modern Creation Munich; Burgundy queries: tracksuit;nike;gap;new balance jogging suit; h and m
Life Insurance	-8.5%	3.0%	topics: Life;Insurance queries: life insurance;insurance; did maggie and paul have life insurance; farmers term life insurance; how do life insurance companies make money
Mutual fund	-19.8%	3.0%	topics: Investment fund;Mutual insurance queries: mutual;funds; mutual fund;fidelity mutual funds list;primerica mutual funds; exchange-traded funds
Jacket	2.6%	2.5%	topics: Woman;Man queries: jacket; damar hamlin super bowl jacket;damar hamlin jacket; hamlin jacket
Vehicle Insurance	10.5%	2.4%	topics: Insurance queries: insurance;car insurance; auto insurance companies in tn; car insurance quotes knoxville tn
Enterprise Resource Planning	7.9%	2.4%	topics: System;Software;Cognitive behavioral therapy;Demand; Warehouse queries: erp;m3 erp;cgc erp;lbrce.erp

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

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Streetwear	-5.2%	2.3%	topics: Clothing;Man;Fashion Nova;Target market; Subculture queries: streetwear; what type of fashion is streetwear?; who is streetwear aimed at?
Pharmacy	-6.2%	2.3%	topics: Pharmacist;Walgreens;CVS Pharmacy queries: pharmacy; farmacia;good neighbor pharmacy scholarship
Online shopping	-11.2%	2.1%	topics: Shopping queries: shopping;online;shopping online; ebay usa online shopping;ollies;alibaba online shopping
Hotel	-12.7%	2.1%	topics: Resort;Room queries: hotel;hotels
Personal care	20.4%	2.0%	topics: Bag;Toiletry bag;Retail;Magnetism; Monogram queries: toiletry;toilettries
Video game console	-7.4%	2.0%	topics: Video game;Sons of the Forest queries: console; console commands sons of the forest;son of the forest; is sons of the forest on console
Vacation	-9.6%	2.0%	topics: Rent;school holiday;Vacation property rentals; Esfand queries: vacation;vacances;libur maret 2023; vacaciones de semana santa 2023 sep
hiking apparel	-5.6%	1.9%	topics: Clothing;Hiking;Polar fleece;Trail; Brand queries: hiking clothes;hiking outfit; hiking gear for women;arcteryx
Pharmaceutical industry	-8.8%	1.9%	topics: Pharmaceutical drug;Industry;Reata Pharmaceuticals; Ocular prosthesis;Akorn queries: pharma;pharmaceutical; reata pharmaceuticals stock; delsam pharma's artificial eye ointment; geneza pharmaceuticals
Insurance	0.4%	1.8%	topics: Auto insurance;Health insurance queries: insurance
Trench coat	5.5%	1.8%	topics: Woman;Coat;Zara;Yves Saint Laurent;COS queries: trench; coat;zara cropped trench;zara cropped trench coat

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

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Robotic Vacuum Cleaner	-3.6%	1.7%	topics: Robot;Vacuum cleaner;iRobot Roomba 960;Google Nest BISSELL SpinWave queries: vacuum robot;robot; ■■■■■■ ■■■■■■■■ red rv r56s;makita robot vacuum
Air Conditioner	-9.6%	1.7%	topics: Air conditioning;Air purifier;R-410A; Lennox queries: air conditioner;ac;ar condicionado; vertical window air conditioner;delonghi ac; honeywell portable air conditioner
Slipper	21.8%	1.7%	topics: UGG;Man;Flip-flops queries: slippers; what is chappal in india;supportive slippers for women; panda dunks

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

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
328	Yamaha Corp	en.wikipedia.org/wiki/Yamaha_Corporation	5898	9.3%	27.0%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	27298	102.4%	23.2%
313	Cathay Pacific Airways Ltd	en.wikipedia.org/wiki/Cathay_Pacific	3164	47.0%	12.7%
1021	Nokia Oyj	en.wikipedia.org/wiki/Nokia	5335	3.1%	12.3%
947	LVMH	en.wikipedia.org/wiki/LVMH	33276	42.1%	11.8%
179	Capri Holdings Limited	en.wikipedia.org/wiki/Gianni_Versace	8367	-39.1%	9.9%
413	Kellogg Co		4258	-10.0%	7.7%
352	Ferrari NV	en.wikipedia.org/wiki/Ferrari	5194	9.7%	6.7%
347	Renault SA	en.wikipedia.org/wiki/Renault	4474	-1.2%	6.5%
837	Yum! Brands Inc	en.wikipedia.org/wiki/Yum!_Brands	9955	10.2%	6.4%
363	Sony Corp	en.wikipedia.org/wiki/Sony_BMG_copy_protection_rootkit_scandal	29346	3.7%	5.9%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/List_of_The_Open_Championship_broadcasters	3553	7.4%	5.7%
305	Restaurant Brands Internationa	en.wikipedia.org/wiki/Tim_Hortons_Brier	8082	12.1%	5.3%
955	Take Two Interactive	en.wikipedia.org/wiki/Luminous_Engine	34568	-5.7%	5.0%

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

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
689	Norfolk Southern Corp	en.wikipedia.org/wiki/Norfolk_Southern_Railway	27428	404%	103%
		en.wikipedia.org/wiki/Apple_Wallet	17841	553%	99%
859	Alphabet Inc	en.wikipedia.org/wiki/Waze	33307	273%	86%
		en.wikipedia.org/wiki/Big_Mac_Index	44942	360%	70%
328	Yamaha Corp	en.wikipedia.org/wiki/Nayib_Bukele	56931	35%	65%
		en.wikipedia.org/wiki/Resident_Evil_4	37902	44%	34%
		en.wikipedia.org/wiki/HDFC_Bank	79170	99%	32%
		en.wikipedia.org/wiki/Vivienne_Westwood	23306	881%	31%
		en.wikipedia.org/wiki/Erin_Brockovich	41526	146%	31%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Diablo_IV	32051	217%	25%
179	Capri Holdings Limited	en.wikipedia.org/wiki/Donatella_Versace	42182	-12%	25%
		en.wikipedia.org/wiki/Aston_Martin	33359	-1%	23%
1021	Nokia Oyj	en.wikipedia.org/wiki/Nokia	22211	14%	23%
		en.wikipedia.org/wiki/Microsoft_Bing	17597	114%	20%
		en.wikipedia.org/wiki/Flipkart	118898	97%	20%
955	Take Two Interactive	en.wikipedia.org/wiki/Grand_Theft_Auto:_Vice_City	30309	14%	18%
1017	Koninklijke Philips NV	en.wikipedia.org/wiki/Philips	29570	22%	18%
978	ASML Holding NV	en.wikipedia.org/wiki/ASML_Holding	18917	90%	17%
		en.wikipedia.org/wiki/Red_Bull	36786	2%	16%
837	Yum! Brands Inc	en.wikipedia.org/wiki/Yum!_Brands	16154	11%	14%
		en.wikipedia.org/wiki/Resident_Evil	40104	-1%	11%
		en.wikipedia.org/wiki/Jio	21413	15%	11%
179	Capri Holdings Limited	en.wikipedia.org/wiki/Versace	16270	-12%	10%
		en.wikipedia.org/wiki/Jack_Daniel's	11458	23%	9%
		en.wikipedia.org/wiki/IndiGo	26520	31%	9%
		en.wikipedia.org/wiki/Erin_Brockovich_(film)	20285	50%	8%
837	Yum! Brands Inc	en.wikipedia.org/wiki/Pizza_Hut	21983	28%	7%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_Search	24025	6%	7%
189	Nike Inc	en.wikipedia.org/wiki/Air_Jordan	17302	42%	7%
		en.wikipedia.org/wiki/SM_Entertainment	13335	16%	7%
557	International Business Machine	en.wikipedia.org/wiki/IBM	29018	5%	7%
352	Ferrari NV	en.wikipedia.org/wiki/Ferrari	29407	14%	7%
132	Hasbro Inc	en.wikipedia.org/wiki/Monopoly_(game)	22247	0%	7%

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

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
338	Adobe Systems Inc	en.wikipedia.org/wiki/PDF	32589	3%	6%
		en.wikipedia.org/wiki/MG_Cars	24176	13%	6%
		en.wikipedia.org/wiki/JetBlue	13971	28%	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	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 (2023-03-11, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
949	Dick`s Sporting Goods	DICK`S Sporting Goods	242	4.7%	8.5%
146	Industria de Diseno Textil SA	ZARA	245	4.3%	6.5%
227	SeaWorld Entertainment Inc	Busch Gardens; SeaWorld	302	4.4%	5.6%
256	TJX Companies Inc	T.J.Maxx	285	3.6%	5.1%
435	Autozone Inc	AutoZone - Auto Parts & Repair	285	6.8%	3.8%
1018	Barclays PLC	Barclays US Credit Cards	276	17.3%	1.7%
779	Staples Inc	Staples Connect	248	43.7%	1.2%

10. AppStore Publishers USA - 2W Delta (2023-03-11, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
189	Nike Inc	Nike: Shoes, Apparel, Stories	41	42.2%	7.7%
785	CBS Corp	Paramount+	55	47.1%	5.6%
	Ticketmaster	Ticketmaster-Buy, Sell Tickets	28	49.2%	4.2%
551	Walt Disney Co	Disney+	34	30.0%	3.9%
812	Capital One Financial Corp	Capital One Mobile	69	31.4%	3.8%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery	21	62.6%	3.5%
	Meta Platforms, Inc.	Facebook; Messenger	12	37.3%	3.1%
238	Starbucks Corp	Starbucks	57	17.2%	2.7%
206	PayPal Holdings Inc	PayPal - Send, Shop, Manage; Venmo	31	8.4%	1.9%
	Lyft, Inc.	Lyft	67	5.4%	1.9%
623	Target Corp	Target	62	25.3%	1.7%
	Uber Technologies, Inc.	Uber - Request a ride; Uber Eats: Food Delivery	26	10.9%	1.7%

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

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
66	Tapestry Inc	450	129.6%	54.4%
528	Kraft Heinz Co	1296	46.6%	10.5%
427	Lenovo Group Ltd	1598	42.2%	10.4%
189	Nike Inc	2187	73.7%	9.7%
5	Puma SE	1240	9.3%	8.0%
127	SEB SA	2244	-0.4%	8.0%
152	iRobot Corp	1328	9.7%	7.5%
541	HP Inc	8269	-2.2%	6.6%
958	Funko Inc	766	-53.9%	6.4%
56	Carter's Inc	6910	35.2%	5.5%
567	Procter & Gamble Co	803	-8.9%	5.3%
132	Hasbro Inc	4195	-20.1%	5.2%
456	Hankook Tire Co Ltd	624	-2.3%	4.6%
906	Western Digital Corp	356	-26.3%	4.3%
425	Canon Inc	5951	-0.4%	4.1%
416	Beiersdorf AG	753	-18.2%	4.0%
240	Steven Madden Ltd	415	-2.4%	3.9%
538	Fujifilm Holdings Corp	797	-9.5%	3.8%
26	Avon Products Inc	548	-19.6%	3.7%
251	Texas Roadhouse Inc	338	17.8%	3.5%
78	Deckers Outdoor Corp	1162	-18.3%	3.4%
290	Wolverine World Wide Inc	1960	-14.3%	3.0%
536	Monster Beverage Corp	958	19.8%	3.0%

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

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
233	Skechers USA Inc	5678	2,553.3%	492.2%
71	Crocs Inc	1944	1,057.1%	186.2%
6	Guess? Inc	377	383.3%	114.2%
78	Deckers Outdoor Corp	115	161.4%	86.8%
240	Steven Madden Ltd	403	144.2%	47.3%
143	Hugo Boss AG	245	150.0%	45.9%
456	Hankook Tire Co Ltd	162	58.8%	37.7%
418	Shiseido Co Ltd	398	30.1%	17.6%
202	Oxford Industries Inc	638	114.8%	14.2%
17	Amer Sports Oyj	2478	32.2%	7.0%
903	Seagate Technology PLC	117	69.6%	6.3%
5	Puma SE	881	39.0%	5.0%

13. Online Retail Bestbuy - 2W Delta (2023-03-13, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
957	Capcom	288	67.4%	43.9%
441	Bandai Namco Holdings Inc	326	63.0%	9.6%
390	Nintendo Co Ltd	2440	0.1%	7.8%
505	Activision Blizzard Inc	372	0.0%	7.4%
362	Casio Computer Co Ltd	1374	22.0%	6.7%
574	Microsoft Corp	1910	4.9%	6.3%
391	Electronic Arts Inc	4867	1.7%	5.4%
903	Seagate Technology PLC	4152	80.8%	4.6%
79	De Longhi SpA	3925	5.6%	4.4%
20	Apple Inc	352	-22.5%	4.0%
907	Church & Dwight Co Inc	778	0.1%	3.8%
956	Square Enix	643	-36.8%	3.7%
426	Seiko Epson Corp	2712	19.1%	3.6%
122	GoPro Inc	742	57.2%	3.3%

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

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1546	Howmet Aerospace Inc	644	76.5%	77%
997	Electricite de France SA	3182	89.4%	63%
224	Sally Beauty Holdings Inc	4636	66.1%	58%
1558	ResMed Inc	406	-44.5%	54%
269	Urban Outfitters Inc	520	52.4%	47%
1214	Next PLC	393	28.9%	46%
830	Arconic Inc	205	-38.0%	43%
988	Glencore PLC	191	-38.4%	42%
946	Cracker Barrel Old Country Sto	9650	83.5%	41%
549	Coca-Cola Co	578	36.6%	39%
968	Siemens AG	11360	12.2%	39%
1101	Smith & Nephew PLC	467	-6.9%	38%
491	Kesko Oyj	249	7.2%	38%
1070	Aviva PLC	365	17.9%	35%
250	Tempur Sealy International Inc	618	36.3%	34%
1111	Natixis SA	625	0.3%	32%
1177	Umicore SA	140	-4.1%	32%
380	Tesco PLC	3416	40.5%	32%
295	Xing SE	101	-27.2%	31%
1004	Relx PLC	458	-65.5%	29%
104	Fielmann AG	2707	-6.5%	29%
970	AstraZeneca PLC	2347	37.3%	29%
978	ASML Holding NV	1605	-2.0%	27%
1551	Teleflex Inc	227	6.7%	26%
731	Johnson Controls International	5147	38.0%	25%
964	Total SA	1039	-21.8%	24%
1539	Domino's Pizza Inc	26562	69.8%	24%
57	Caseys General Stores Inc	2549	-53.4%	23%
323	Alibaba Group Holding Ltd	325	-31.6%	22%
1469	Sopra Steria Group SA	1296	31.0%	21%

15. Employee Company Ratings - 2W Delta (2023-03-13, 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
506	TUI AG	1674	8.0%	8.4%	9.6%	0.0%	Management
1396	Sunrise Communications Group A	205	1.6%	7.6%	1.8%	0.0%	Outlook
828	Boston Properties Inc	209	1.9%	5.2%	1.4%	0.0%	Outlook
1181	Hargreaves Lansdown PLC	382	1.7%	5.2%	0.2%	0.0%	Outlook
1315	Banco de Sabadell SA	468	1.4%	5.2%	0.6%	0.0%	Outlook