

ASTUTEX TRENDSPOTTING

November 07, 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
Jack Link's	Food company	102.4	96.8	
Naviance	Company	118.8	10.9	topics: California State University
Diesel	Clothing company	29.9	8.1	topics: Tracksuit
Robitussin	Drug brand	33.2	7.4	topics: Rihanna
HighLevel	Software company in Dallas, Texas	193.9	6.9	topics: Customer relationship management
Saxenda	Drug brand	85.3	5.6	topics: Semaglutide;Diabetes medication
Jura Elektroapparate	Home appliance company	13.3	4.2	topics: Coffeemaker
Aetna	Managed care company	16.0	3.7	topics: Point of sale;CVS Pharmacy; Insurance;Health insurance; UnitedHealthcare Inc
UnitedHealth Group	Insurance company	15.2	1.5	topics: Point of sale; UnitedHealthcare Inc;Aetna;Humana; DaVita queries: marketplace healthcare
Cigna	Insurance company	12.2	1.4	topics: Insurance; Accidental death and dismemberment insur; Aetna; High-deductible health plan queries: mar
Atrium Health	Healthcare company	13.6	1.0	topics: Health care
Stripe, Inc.	Financial services company	58.6	0.8	topics: Lyft Hub;E-commerce;HubSpot; HighLevel

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
714	Schlumberger NV	2022-11-07	22%	14%
1306	ASR Nederland NV	2022-11-07	9%	14%
121	Gocompare.Com Group PLC	2022-11-07	6%	10%
733	UnitedHealth Group Inc	2022-11-07	14%	3%
1374	HomeServe PLC	2022-11-07	-14%	2%

3. Google Trends Industries World - 2W Delta (2022-11-07, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
3D Printing	18.4%	3.5%	topics: Printing;Three-dimensional space;Printer queries: 3d; 3d printed switch glock;hero forge;3d printing service near me
Social media	-5.0%	3.1%	topics: Media;Parler queries: social;social media;gas app; social media gas app;ye social media
Sports	-2.2%	2.3%	topics: Sports;Bar;Sports betting;Donda queries: sports; bpa in sports bras;donda sports;donda sports athletes
Jewelry design	-5.4%	2.2%	topics: Jewellery;Design;India;Ring;France queries: jewellery; jewelry designers;jewellery design;mauboussin
Unmanned aerial vehicle	28.9%	1.6%	topics: DJI;Flight;Ram tank;Blood lancet; Blink Home queries: drone drone;drone;ram 2 uav;ram ii uav; blink drone show
Vacation	-4.7%	1.5%	topics: Rent;Vacation property rentals queries: vacation; my husband is currently on vacation with his mistress; vacations for vets
Tracksuit	-5.2%	1.4%	topics: Man;Suit;Nike;Sportswear;Belk; Charlie and the Chocolate Factory queries: tracksuit;nike; orange jumpsuit;vector halloween costume;celine jogging suit
Watch	8.8%	1.4%	topics: Apple Watch;Debate; 2020 United States presidential debates queries: watch; oz fetterman debate;where to watch chainsaw man usa
Watches	8.8%	1.4%	topics: Apple Watch;Debate; 2020 United States presidential debates queries: watch; oz fetterman debate;where to watch chainsaw man usa
Stock market	10.1%	1.3%	topics: Stock;Market queries: stock;stock market;market; is stock market open tomorrow;is stock market open monday; is the stock market open tomorrow
TV	-1.2%	1.2%	topics: Television;Samsung;Apple queries: tv;acapulco apple tv; black friday 2022 tv deals;black friday deals 2022

3. Google Trends Industries World - 2W Delta (2022-11-07, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Moisturizer	17.6%	1.2%	topics: Cream;Face;Skinqueries: moisturizer; lakme peach milk moisturizer price; strivectin advanced retinol nightly renewal moisturizer; tatcha dewy skin cream; what moisturizer moisturizer nyt queries: queries: moisturiz; what moisturizer moisturizer nyt
GPS Navigation device	-12.2%	1.2%	topics: Global Positioning System;Garmin;Compass;Geocaching; Vehicle tracking system queries: gps
Energy Drink	28.0%	1.2%	topics: Drink;G.O.A.T. Fuel;Bankruptcy queries: energy; energy drink;bang energy drink recall;zoa energy drink near me; what happened to bang energy drink
Cruise	35.2%	1.2%	topics: Cruise ship;Ship queries: cruise;cruise ship; icon of the seas;titanic compared to modern cruise ship; aidanova cruise ship
Video card	0.5%	1.1%	topics: Nvidia;Personal computer; Video game queries: graphics card;4070 graphics card;gtx 4090; xbox series x graphics card equivalent
Smartwatch	20.9%	1.1%	topics: Watch;Wirecutter queries: watch;smart watch;smartwatch; t92pro smart watch;tactical smartwatch;t92 pro smartwatch
Nutrition	3.2%	1.0%	topics: Nutrition facts label queries: nutrition
News	-9.8%	1.0%	topics: Ukraine;Breaking news;Yahoo! News; James Corden queries: news;james corden news;kanye west news; migos news
Weight loss	-2.3%	1.0%	topics: Semaglutide;Diet;Calorie queries: weight loss; riley burruss weight loss;alec baldwin; alec baldwin weight loss
Sneakers	8.3%	0.9%	topics: Shoes;Woman queries: sneakers;shoes;shop white sneakers; shop white sneakers near me
Playstation 4	-18.9%	0.8%	topics: Sony PlayStation 4;Gotham Knights queries: ps4; how to download mw2 campaign ps4;nfs unbound ps4; is gotham knights on ps4

3. Google Trends Industries World - 2W Delta (2022-11-07, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Musical Instrument	1.2%	0.8%	topics: topics: Music;used;externalqueries: instrument; instruments;external body part musical instrument; external body part or musical instrument; internal body part or musical instrument queries: queries: i; internal body part or musical instrument
Insurance	0.2%	0.7%	topics: Auto insurance;Health; Health insurance queries: insurance
Vehicle audio	-9.6%	0.7%	topics: Car queries: car stereo;car audio;radio

4. Google Trends Industries USA - 2W Delta (2022-11-07, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Clog	67.4%	3.2%	topics: Birkenstock queries: clogs;clog;ugg platform slippers; dr scholls clogs;chloe clogs
Watch	11.7%	2.0%	topics: Apple Watch;Debate; 2020 United States presidential debates queries: watch; oz fetterman debate;where to watch chainsaw man usa
Watches	11.7%	2.0%	topics: Apple Watch;Debate; 2020 United States presidential debates queries: watch; oz fetterman debate;where to watch chainsaw man usa
Nutrition	9.3%	1.5%	topics: Nutrition facts label queries: nutrition
Digital camera	3.4%	1.0%	topics: Camera;Electric car;Frame rate;GoPro queries: camera; digital camera;digital;canon digital photo professional; world wide web;mobile phone invented
Moisturizer	8.3%	0.8%	topics: Cream;Face;Skin queries: moisturizer; lakme peach milk moisturizer price; strivectin advanced retinol nightly renewal moisturizer; tatcha dewy skin cream;what moisturizer moisturizer nyt
Jewelry design	-17.0%	0.7%	topics: Jewellery;Design;India;Ring;France queries: jewellery; jewelry designers;jewellery design;mauboussin
Personal care	8.7%	0.6%	topics: Bag;Toiletry bag;Aid;Yves Saint Laurent; Wallet queries: toiletries;toiletry;wellsky personal care; llbean toiletry bag;wellsky personal care app
Tool	10.8%	0.3%	topics: Paraphrase;Toolbox;Box queries: tool;tools;red dog tools; which tool will give you a detailed understanding of cost sa; type of tool crossword clue
Road	10.2%	0.2%	topics: Travel;Distance;Road trip queries: road; bloqueio estradas;bloqueios estradas;bloqueio de estradas
Video	-6.3%	0.2%	topics: Download;High-definition video;Indian people;Bejeweled; Antihero queries: video;videos;takeoff video;takeoff shooting; takeoff shooting video

5. Website Traffic - 2W Delta (2022-11-05, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
510	Distribuidora Internacional de	2.445538	536%	184%
95	Esprinet SpA	1.571846	344%	125%
30	Basic Fit NV	5.147153	89%	26%
484	Diageo PLC	1.024923	23%	19%
749	McCormick & Company Inc	2.653461	46%	19%
959	Turtle Beach	8.079923	331%	16%
194	NVIDIA Corp	210.260000	105%	16%
476	Nikon Corp	2.835769	75%	16%
621	Cummins Inc	3.838307	47%	15%
308	Air China Ltd	6.893538	282%	15%
61	Cewe Stiftung & Co KGaA	1.830846	47%	14%
12	Associated British Foods PLC	9.089538	124%	14%
742	WEC Energy Group Inc	2.750615	36%	13%
780	State Street Corp	1.974307	77%	13%
656	Willis Towers Watson PLC	1.221000	-53%	12%
724	Sysco Corp	3.218692	39%	11%
257	Tobii AB	2.028153	104%	11%
352	Ferrari NV	7.283000	64%	10%
80	Dennys Corp	1.602230	18%	10%
396	Carrefour SA	47.505461	104%	10%
258	TomTom NV	7.404538	17%	8%
538	Fujifilm Holdings Corp	9.413769	1%	7%
34	Bloomin' Brands Inc	3.782538	1%	6%
468	Asahi Group Holdings Ltd	3.665923	78%	6%
381	Seven & i Holdings Co Ltd	15.448692	102%	6%

6. Wikipedia - 2W Delta (2022-11-07, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
356	Kirin Holdings Co Ltd	en.wikipedia.org/wiki/Kirin_Company	6010	122.3%	48.8%
14	Adidas AG	en.wikipedia.org/wiki/Adidas	9630	10.0%	18.0%
852	Goldman Sachs Group Inc	en.wikipedia.org/wiki/Goldman_Sachs	2701	9.6%	15.0%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Activision_Blizzard	69442	-4.2%	13.6%
377	CVS Health Corp	en.wikipedia.org/wiki/CVS_Pharmacy	2754	27.3%	13.4%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_murder	3096	34.2%	12.2%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	17069	30.1%	12.2%
1017	Koninklijke Philips NV	en.wikipedia.org/wiki/Philips	8620	40.7%	11.7%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/PayPal	9306	16.7%	10.3%
887	Expedia Inc	en.wikipedia.org/wiki/Expedia	2431	12.8%	10.1%
189	Nike Inc	en.wikipedia.org/wiki/Nike_Air_Yeezy	13364	8.8%	8.2%
747	Comcast Corp	en.wikipedia.org/wiki/Comcast	4472	12.1%	7.1%
325	Tencent	en.wikipedia.org/wiki/Tencent	4668	-6.4%	7.0%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2717	-27.5%	6.4%
2	Mattel Inc	en.wikipedia.org/wiki/CadZilla	30399	10.8%	6.2%
526	General Mills Inc	en.wikipedia.org/wiki/General_Mills	4138	3.1%	6.1%
859	Alphabet Inc	en.wikipedia.org/wiki/Outline_VPN	203460	23.2%	5.8%
947	LVMH	en.wikipedia.org/wiki/LVMH	18826	-5.2%	5.4%
670	Eli Lilly and Co	en.wikipedia.org/wiki/Eli_Lilly_and_Company	3834	15.9%	5.3%
851	eBay Inc	en.wikipedia.org/wiki/EBay	6610	-5.5%	5.2%

7. Wikipedia Pages- 2W Delta (2022-11-07, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	61872	96,567%	21,365%
187	Netflix Inc	en.wikipedia.org/wiki/Millarworld	26604	1,949%	477%
		de.wikipedia.org/wiki/Spotify	38406	283%	151%
		en.wikipedia.org/wiki/Infosys	63816	127%	119%
		en.wikipedia.org/wiki/Big_Mac_Index	24482	168%	88%
		en.wikipedia.org/wiki/Red_Bull_GmbH	14242	86%	53%
14	Adidas AG	en.wikipedia.org/wiki/Adidas	47173	38%	49%
		en.wikipedia.org/wiki/Spotify	145620	69%	39%
		en.wikipedia.org/wiki/Red_Bull	30440	48%	37%
		en.wikipedia.org/wiki/Resident_Evil_Village	51257	1%	34%
1017	Koninklijke Philips NV	en.wikipedia.org/wiki/PSV_Eindhoven	30564	82%	28%
		en.wikipedia.org/wiki/Activision	21705	-9%	21%
161	Kering SA	en.wikipedia.org/wiki/Balenciaga	23923	62%	20%
852	Goldman Sachs Group Inc	en.wikipedia.org/wiki/Goldman_Sachs	20757	11%	18%
		en.wikipedia.org/wiki/Revolut	25696	57%	17%
5	Puma SE	en.wikipedia.org/wiki/Puma_(brand)	17293	4%	14%
		en.wikipedia.org/wiki/Albertsons	8657	158%	13%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	1253836	54%	13%
		en.wikipedia.org/wiki/SpaceX	59278	-20%	13%
417	Unilever PLC	en.wikipedia.org/wiki/Unilever	19582	-9%	12%
143	Hugo Boss AG	en.wikipedia.org/wiki/Hugo_Boss	11988	14%	12%
		en.wikipedia.org/wiki/Zomato	13556	-28%	12%
		en.wikipedia.org/wiki/Bet9ja	55833	16%	11%
14	Adidas AG	en.wikipedia.org/wiki/Stella_McCartney	21575	26%	11%
161	Kering SA	en.wikipedia.org/wiki/Stella_McCartney	21575	26%	11%
		en.wikipedia.org/wiki/GitHub	31978	-2%	11%
		en.wikipedia.org/wiki/Cartoon_Network	29808	47%	11%
947	LVMH	fr.wikipedia.org/wiki/Bernard_Arnault	13439	-16%	10%
474	Best Buy Co Inc	en.wikipedia.org/wiki/Best_Buy	12852	6%	10%
		en.wikipedia.org/wiki/North_Hollywood_shootout	21229	49%	10%
		en.wikipedia.org/wiki/UKG	27798	275%	10%
		en.wikipedia.org/wiki/Fox_Broadcasting_Company	39247	6%	10%
		en.wikipedia.org/wiki/Decathlon_(retailer)	18489	34%	10%
		en.wikipedia.org/wiki/Indeed	21265	24%	9%

7. Wikipedia Pages- 2W Delta (2022-11-07, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		Hello_Kitty">en.wikipedia.org/wiki/Hello_Kitty	16049	50%	8%
		en.wikipedia.org/wiki/IKEA	40817	33%	8%
		en.wikipedia.org/wiki/Louis_Vuitton	26396	7%	8%
485	Davide Campari Milano SpA	en.wikipedia.org/wiki/Campari	14099	30%	7%
		en.wikipedia.org/wiki/Wendy's	11293	40%	7%
162	Kroger Co	en.wikipedia.org/wiki/Kroger	11382	42%	7%
837	Yum! Brands Inc	en.wikipedia.org/wiki/Pizza_Hut	24208	63%	7%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/PayPal	63610	4%	6%
		en.wikipedia.org/wiki/The_Pirate_Bay	169112	10%	6%
189	Nike Inc	en.wikipedia.org/wiki/Nike%2C_Inc.	46577	30%	6%
670	Eli Lilly and Co	en.wikipedia.org/wiki/Poppers	19013	19%	6%
503	Konami Holdings Corp	en.wikipedia.org/wiki/Konami	8789	8%	6%
305	Restaurant Brands Internationa	en.wikipedia.org/wiki/Burger_King	18963	18%	6%
999	Vodafone Group PLC	en.wikipedia.org/wiki/SoftBank_Group	10692	10%	6%
1017	Koninklijke Philips NV	en.wikipedia.org/wiki/Philips	11625	7%	6%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	392439	20%	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 (2022-11-05, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
947	LVMH	Sephora US: Makeup & Skincare	245	18.0%	7.1%
40	Brinker International Inc	Chilis	267	6.5%	6.8%
146	Industria de Diseno Textil SA	ZARA	250	15.1%	6.6%
611	Cigna Corp	myCigna	272	18.5%	6.5%
114	GameStop Corp	GameStop	295	3.0%	6.3%
15	American Eagle Outfitters Inc	AE + Aerie	268	9.0%	6.2%
1477	Twitter Inc	Twitter	41	46.8%	6.1%
175	McDonald's Corp	McDonald's; McDonald's Offers and Delivery; McDonald's - Non-US	200	23.1%	6.0%
74	Darden Restaurants Inc	Olive Garden Italian Kitchen; LongHorn Steakhouse®	310	1.3%	5.5%
946	Cracker Barrel Old Country Store	Cracker Barrel	303	2.0%	5.4%
80	Dennys Corp	Denny's	287	8.0%	4.9%
24	ASOS PLC	ASOS	301	2.0%	4.5%
169	Lululemon Athletica Inc	lululemon	258	26.3%	4.3%
189	Nike Inc	Nike: Shoes, Apparel, Stories; Nike Run Club: Running Coach; Nike Training Club: Fitness	204	23.8%	3.7%
259	Tractor Supply Co	Tractor Supply	288	14.4%	3.7%
256	TJX Companies Inc	T.J.Maxx; Marshalls Official	328	4.3%	3.2%
34	Bloomin' Brands Inc	Outback Steakhouse	320	1.0%	3.1%
128	Habit Restaurants Inc	The Habit Burger Grill	300	15.0%	2.8%
129	Haier Electronics Group Co Ltd	SmartHQ	281	29.1%	2.6%
348	Nissan Motor Co Ltd	NissanConnect® Services	347	8.9%	2.6%
1268	Delivery Hero SE	talabat: Food & Grocery order; foodpanda - Food Delivery; PedidosYa - Delivery App	329	2.7%	2.1%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club; Vudu - Movies & TV	190	18.2%	1.7%
38	Boohoo.Com PLC	PrettyLittleThing; boohooMAN – Shop Men's Fashion; boohoo-Fashion Shopping Online	339	2.4%	1.5%
505	Activision Blizzard Inc	Call of Duty®: Mobile	89	18.0%	1.5%

9. AppStore USA - 2W Delta (2022-11-05, 13weeks YoY) (Part 2)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
464	Fiat Chrysler Automobiles NV	Uconnect; Jeep®	313	3.2%	1.3%
120	General Motors Co	myChevrolet; myGMC	278	12.2%	1.2%
1417	Signify NV	Philips Hue	295	19.0%	1.2%
567	Procter & Gamble Co	Oral-B	329	14.0%	1.2%
458	Volkswagen AG	myAudi; myVW	366	4.3%	1.1%

10. AppStore Publishers USA - 2W Delta (2022-11-05, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
837	Yum! Brands Inc	Taco Bell Fast Food & Delivery; Pizza Hut - Delivery & Takeout	126	4.4%	15.0%
	FOX Sports Interactive	FOX Sports: Watch Live	77	-1.7%	8.0%
	Dunkin' Donuts	Dunkin'	115	19.1%	5.8%
	Duolingo	Duolingo - Language Lessons	82	22.5%	5.7%
851	eBay Inc	eBay Shop: Buy, Sell & Save	98	10.6%	5.5%
	ROADGET BUSINESS PTE. LTD.	SHEIN - Online Fashion	30	3.1%	4.6%
189	Nike Inc	Nike: Shoes, Apparel, Stories	38	3.7%	4.5%
175	McDonald's Corp	McDonald's	15	16.5%	4.5%
321	United Continental Holdings Inc	United Airlines	116	31.0%	4.4%
	Fetch Rewards	Fetch Rewards	45	25.5%	4.2%
	Bytedance Pte. Ltd	CapCut - Video Editor	26	19.8%	3.8%
	Indeed Inc.	Indeed Job Search	110	5.2%	3.8%
	EVOLLY.APP	TV Remote - Universal Control	126	8.8%	3.7%
	Domino's Pizza LLC	Domino's Pizza USA	112	3.3%	3.3%
945	Shopify Inc	Shop: All your favorite brands	54	-1.3%	3.3%
98	Etsy Inc	Etsy: Custom & Creative Goods	64	20.7%	2.9%
	reddit	Reddit	38	9.4%	2.9%
	TextNow, Inc.	TextNow: Call + Text Unlimited	145	-26.1%	2.7%
	WarnerMedia	HBO Max: Stream TV & Movies	57	-13.4%	2.6%
	Life360	Life360: Find Family & Friends	36	1.5%	2.2%
	Lyft, Inc.	Lyft	52	0.7%	2.0%
812	Capital One Financial Corp	Capital One Mobile	72	15.7%	1.8%
489	Walgreens Boots Alliance Inc	Walgreens	186	-5.2%	1.6%

11. Online Retail Amazon - 2W Delta (2022-11-07, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
525	Campbell Soup Co	333	103.0%	41.5%
5	Puma SE	1469	37.2%	11.1%
528	Kraft Heinz Co	1243	51.6%	10.6%
505	Activision Blizzard Inc	1464	28.1%	10.2%
16	Amazon.com Inc	32640	39.9%	9.3%
233	Skechers USA Inc	4197	-4.5%	7.9%
238	Starbucks Corp	2005	-3.8%	6.8%
959	Turtle Beach	1620	-4.6%	6.2%
274	VF Corp	7758	-13.4%	6.1%
2	Mattel Inc	6258	1.9%	5.6%
179	Capri Holdings Limited	456	-36.3%	5.5%
188	Newell Brands Inc	3539	-12.6%	5.0%
663	Kimberly-Clark Corp	390	-31.0%	5.0%
26	Avon Products Inc	850	13.5%	4.6%
391	Electronic Arts Inc	5337	-3.1%	4.1%
389	Asics Corp	1345	-7.0%	4.0%
416	Beiersdorf AG	631	-25.9%	4.0%
426	Seiko Epson Corp	1368	8.2%	3.4%
116	Garmin Ltd	5395	-25.7%	3.3%
541	HP Inc	7921	-10.8%	3.1%

12. Online Retail Walmart - 2W Delta (2022-10-31, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
171	Luxottica Group SpA	2283	486.9%	192.3%
457	Goodyear Tire & Rubber Co	2127	94.2%	67.7%
233	Skechers USA Inc	2485	23.8%	38.4%
202	Oxford Industries Inc	404	66.3%	29.5%
26	Avon Products Inc	269	24.0%	19.9%
264	Techtronic Industries Co Ltd	1010	20.0%	17.1%
71	Crocs Inc	214	-41.7%	15.4%
274	VF Corp	4729	16.8%	13.6%
537	Acer Inc	1328	79.5%	12.8%
541	HP Inc	4307	20.0%	11.3%
958	Funko Inc	339	22.4%	10.8%
959	Turtle Beach	902	14.3%	7.3%

13. Online Retail Bestbuy - 2W Delta (2022-11-07, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
132	Hasbro Inc	153	206.0%	46.0%
179	Capri Holdings Limited	255	304.8%	26.3%
122	GoPro Inc	548	13.9%	10.1%
540	Logitech International SA	5304	13.9%	6.3%
957	Capcom	175	-43.9%	4.9%
391	Electronic Arts Inc	5345	-3.4%	3.4%
503	Konami Holdings Corp	124	158.3%	3.2%

14. Job Listings - 2W Delta (2022-11-07, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
365	LG Electronics Inc	207	75.5%	78%
1271	Kion Group AG	953	29.8%	62%
977	Equinor ASA	357	54.9%	61%
92	Elior Group SA	946	98.8%	60%
1393	AAK AB (publ)	174	26.2%	43%
824	Quest Diagnostics Inc	3425	19.2%	43%
119	Gerry Weber International AG	232	28.5%	39%
1161	MTU Aero Engines AG	284	31.0%	38%
651	Fortive Corp	719	26.1%	38%
1361	Saab AB	514	61.0%	37%
817	Iron Mountain Inc	1086	11.3%	35%
1241	Bank Polska Kasa Opieki SA	472	92.9%	35%
1032	BT Group PLC	547	3.9%	33%
767	Huntington Bancshares Inc	1365	72.8%	32%
144	Husqvarna AB	208	63.7%	30%
765	Fifth Third Bancorp	992	59.2%	30%
1402	Babcock International Group PL	503	28.3%	30%
1530	Keysight Technologies Inc	616	13.4%	28%
117	Genesco Inc	4966	78.7%	28%
663	Kimberly-Clark Corp	1050	72.7%	27%
673	Loews Corp	811	8.6%	27%
907	Church & Dwight Co Inc	216	26.0%	25%
1513	Dexcom Inc	189	-50.3%	25%
88	Duluth Holdings Inc	178	12.6%	25%
1448	freenet AG	165	-31.6%	25%
1148	Veolia Environnement SA	1628	-5.0%	23%
1416	Alten SA	1315	29.7%	23%
295	Xing SE	122	-12.5%	22%
844	ANSYS Inc	736	57.9%	21%
1575	Discovery Inc	548	14.3%	21%

15. Employee Company Ratings - 2W Delta (2022-11-07, 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	1384	1.3%	0.0%	41.3%	0.0%	Management
673	Loews Corp	1390	2.0%	7.0%	3.7%	0.0%	Outlook
379	Casino Guichard Perrachon SA	317	0.8%	6.0%	-0.8%	0.0%	Outlook
540	Logitech International SA	955	-0.4%	5.8%	2.4%	0.0%	Outlook
263	TrueCar Inc	421	3.8%		5.2%	0.0%	Management
106	Fitbit Inc	4794	4.3%	-1.2%	5.1%	0.0%	Management
659	Interpublic Group of Companies	579	-0.3%	5.0%	1.0%	0.0%	Outlook