

ASTUTEX TRENDSPOTTING

March 14, 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
Avelo Airlines	Airline	3365.22	326.09	topics: Airline;Breeze Airways
NBC	Television broadcasting company	28.49	11.42	topics: Endgame; Dating game show queries: endgame; endgame show;super bowl live; live news stream;cnn live stream
Pakistan Stock Exchange	Stock exchange company	27.30	11.23	topics: Axolotl
W. Grainger	Company	14.79	3.41	topics: Centrifugal fan
Bergdorf Goodman	Department store company	34.84	3.04	topics: Undergarment
ID.me	Company	20.38	2.87	topics: Internal Revenue Service; Transcript queries: irs customer service; irs customer service
Hopper	Company	148.67	0.73	topics: Travelocity;Airline ticket; VivaAerobús queries: expedia travel
DraftKings	Sports betting company	-3.41	-0.18	topics: Sports betting
FanDuel	Company	9.63	-2.02	topics: Calvin Ridley;Sports betting
TPG	Telephone service company	408.96	-17.23	topics: Tax refund; Transcript queries: turbotax customer se; irs customer service
Santa Barbara Tax Products Group	Financial services company	70.59	-45.71	topics: Internal Revenue Service; Transcript; Tax refund queries: irs customer service; irs customer service

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	2022-03-14	110%	94%
694	Occidental Petroleum Corp	2022-03-14	39%	71%
858	Devon Energy Corp	2022-03-14	151%	70%
810	Lockheed Martin Corp	2022-03-14	80%	48%
886	Mosaic Co	2022-03-14	32%	40%
720	BB&T Corp	2022-03-14	60%	26%
591	Archer Daniels Midland Co	2022-03-14	38%	17%
548	Chevron Corp	2022-03-14	11%	17%
644	General Dynamics Corp	2022-03-14	33%	16%
745	Amgen Inc	2022-03-14	11%	9%
222	Royal Caribbean Cruises Ltd	2022-03-14	130%	7%
279	Webjet Ltd	2022-03-14	52%	6%
647	Halliburton Co	2022-03-14	21%	5%

3. Google Trends Industries World - 2W Delta (2022-03-14, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
News	4.1%	8.0%	topics: Ukraine;Ukrainian language;Ukrainians queries: news; kyiv news;latest news on ukraine;live news ukraine
Unmanned aerial vehicle	-3.9%	4.6%	topics: DJI;Camera;Horizon Forbidden West; America's Got Talent queries: drone;forbidden west drone; horizon forbidden west drone;survey drone forbidden west
Suitcase	30.6%	4.3%	topics: Baggage;Travel;Hand luggage queries: suitcase; motorized suitcase
Airline ticket	32.1%	4.1%	topics: Ticket;Airplane queries: tickets;uçak bileti;plane; plane ticket to poland;plane tickets to ukraine; ukraine plane tickets
Sony PlayStation	-27.5%	3.5%	topics: PlayStation 5;PlayStation 4 queries: playstation; playstation treat codes;ps plus mars 2022
Hand luggage	139.5%	3.1%	topics: Baggage;Size;Bag queries: carry on; is there a weight limit for carry on bags
Air Conditioner	9.7%	2.6%	topics: Air conditioning;SereneLife queries: air conditioner; shinco portable air conditioner
Doll	-7.6%	2.0%	topics: Infant;American Girl;Barbie queries: doll;dolls; luci doll;new monster high dolls 2022;american girl doll legs
Gift Card	5.1%	1.9%	topics: Gift queries: gift card;radisson gift card
Gift Cards	5.1%	1.9%	topics: Gift queries: gift card;radisson gift card
Playstation 4	-28.7%	1.9%	topics: Sony PlayStation 4 queries: ps4;ps4 update 9.04; elden ring ps4;elden ring ps4 performance

3. Google Trends Industries World - 2W Delta (2022-03-14, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Stock market	-4.4%	1.9%	topics: topics: Market;Stock;Economy of Russia;Russian ruble; Rublequeries: stock market;stock;market;ruble to usd; russian ruble to usd; russian stock market open queries: queries: stock market; russian stock market open
Bank	-1.8%	1.7%	topics: Online banking;U.S. Bank Branch;U.S. Bancorp;SWIFT; Washington's Birthday queries: bank;swift banking system; what is swift banking system;what is swift banking
Xbox	-21.4%	1.7%	topics: Xbox One;Xbox Series X and Series S;Xbox queries: xbox; elden ring xbox;can you play elden ring on xbox one; elden ring xbox one performance
Gym	19.8%	1.6%	topics: Fitness center;Physical fitness;Home Gym queries: gym; go gym trainer flying;woman dies in gym; mother crushed to death in gym
Retirement home	-8.1%	1.5%	topics: Retirement;Home;King;Vaillante; Geriatrics queries: maison de retraite;senior housing; super-héros malgré lui;maigret; pet friendly senior housing near me
Financial services	2.8%	1.5%	topics: Finance;Service queries: financial services
Airport	56.8%	1.3%	topics: Flight;Car rental; International airport queries: airport;hostomel airport; ukraine airport;antonov airport
Airline	51.0%	1.3%	topics: Flight;Alaska;Alaska Airlines queries: airlines; malaysian airlines flight mh370;alaska airlines subscription; alaska airlines flight pass
Mobile games	-10.8%	1.2%	topics: Mobile phone;Game;Endless Running;Tourist attraction; Tourism queries: mobile games; endless runner mobile game crossword; endless runner mobile game crossword clue; shoot em up mobile game by nokia
Tool	-4.0%	1.2%	topics: Toolbox;Box;Rhythmic gymnastics queries: tool;tools; elden ring tailoring tools;opiate 2;opiate 2 tool
Credit card	4.4%	1.2%	topics: Credit queries: credit card

3. Google Trends Industries World - 2W Delta (2022-03-14, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Personal care	16.5%	1.2%	topics: topics: Bag;Toiletry bag;First aid kit;Wet wipe; Sunscreenqueries: toiletries; toiletry queries: queries: toiletries;toiletry
Ferry	26.5%	1.2%	topics: Island;Hamburg queries: ferry;greek ferry fire; hamburg ferry wave;ferry on my wayward bob and linda
Vehicle Insurance	-4.6%	1.1%	topics: Insurance queries: insurance;insurance car; auto insurance;michigan auto insurance refunds

4. Google Trends Industries USA - 2W Delta (2022-03-14, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
News	-0.4%	8.9%	topics: Ukraine;Ukrainian language;Ukrainians queries: news; kyiv news;latest news on ukraine;live news ukraine
Suitcase	40.4%	7.1%	topics: Baggage;Travel;Hand luggage queries: suitcase; motorized suitcase
Online shopping	-5.6%	5.0%	topics: Shopping queries: shopping;online shopping; avon online shop;menards.com online shopping; sheen.com online shopping
Unmanned aerial vehicle	-8.3%	4.9%	topics: DJI;Camera;Horizon Forbidden West; America's Got Talent queries: drone;forbidden west drone; horizon forbidden west drone;survey drone forbidden west
Sony PlayStation	-33.1%	3.6%	topics: PlayStation 5;PlayStation 4 queries: playstation; playstation treat codes;ps plus mars 2022
Skin care	-9.2%	3.0%	topics: Skin;Jeffree Star queries: skincare;skin care; the outset skincare;aoc alexandria ocasio cortez; family dollar stores recall
Doll	-10.0%	2.9%	topics: Infant;American Girl;Barbie queries: doll;dolls; luci doll;new monster high dolls 2022;american girl doll legs
Board game	-9.1%	2.8%	topics: Game;Dead by Daylight queries: board game;board; symbol on a scrabble board; symbol on a scrabble board crossword; dead by daylight board game
Magazine	-10.9%	2.8%	topics: People queries: magazine;cruz beckham magazine cover; cruz beckham id magazine;bob guccione
Computer security	11.6%	2.7%	topics: Security queries: security;cyber security; debi kurnia cybersecurity;security alerts at a boxing match; panw
Coffeemaker	-2.8%	2.7%	topics: Coffee;Flight attendant queries: coffee maker;coffee; flight attendant coffee pot;bunn coffee makers on sale; belgian balance siphon coffee maker

4. Google Trends Industries USA - 2W Delta (2022-03-14, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Marketing	11.1%	2.5%	topics: topics: Digital marketing;Marketing automation; Automation;Internet Marketingqueries: marketing; marketing automation bizleads summit; marketing automation bizleads automation summit; internet marketing bizleads virtual summit queries: queries:; internet marketing bizleads virtual summit
Robotics	13.2%	2.5%	topics: Robot;Integrated circuit; World Athletics Championships Oregon22; World championship queries: robotics; sdgs ;m nhân ng i máy;
Customer Relationship management	9.8%	2.3%	topics: Management;Project;Customer;Business loan queries: crm; commercial loan truerate services; cross country movers movingapt.com; cross country moving companies movingapt.com
Quadcopter	-0.6%	2.2%	topics: Multirotor;Unmanned aerial vehicle;Snaptain;Thrust; cheap queries: quadcopter;
Digital camera	-6.6%	2.2%	topics: Camera;Samsung DV150F;Kodak PIXPRO FZ43; Kodak Pixpro AZ401 queries: camera;digital camera; digicam samsung;digicam samsung dv150f
Freight transport	-6.9%	2.2%	topics: Ship;United States Postal Service; United Parcel Service queries: shipping
Workflow	27.3%	2.1%	topics: Management;Workflow management system;Shell;Amazon S3; Xerox queries: workflow;shipping process workflow
Career	13.4%	2.0%	topics: Job queries: careers
Gift Card	6.2%	1.8%	topics: Gift queries: gift card;radisson gift card
Gift Cards	6.2%	1.8%	topics: Gift queries: gift card;radisson gift card
Cookware and Bakeware	-6.2%	1.8%	topics: Frying pan queries: cookware

4. Google Trends Industries USA - 2W Delta (2022-03-14, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Business	-12.3%	1.7%	topics: topics: Management;Enterprise software;Software; Bogotáqueries: empresa;empresas queries: queries: empresa; empresas
Vehicle Insurance	-6.2%	1.7%	topics: Insurance queries: insurance;insurance car; auto insurance;michigan auto insurance refunds
Social media	1.1%	1.7%	topics: Media;Truth;Donald Trump; Mobile app queries: social media;social; do it for the social media catchphrase;truth social logo; how to get truth social app

5. Website Traffic - 2W Delta (2022-03-12, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
124	Gree Electric Appliances Inc o	1.020727	1,026%	470%
440	NetEase Inc	3815.243615	344%	69%
503	Konami Holdings Corp	3.762384	82%	51%
324	Vipshop Holdings Ltd	22.289000	51%	46%
945	Shopify Inc	372.926538	258%	35%
431	Eva Airways Corp	3.017615	49%	31%
198	On The Beach Group PLC	1.317076	144%	28%
632	PerkinElmer Inc	1.630769	11%	27%
142	HubSpot Inc	163.198461	109%	27%
12	Associated British Foods PLC	4.583230	12%	27%
407	Kikkoman Corp	4.479846	7%	25%
701	Exelon Corp	1.692538	46%	23%
206	PayPal Holdings Inc	983.939538	33%	23%
487	Raia Drogasil SA	1.859307	18%	20%
154	Jack in the Box Inc	1.219000	-9%	19%
157	J.Jill Inc	1.788461	3%	18%
3	NCSOFT Corp	12.136333	12%	16%
208	Piaggio & C SpA	1.944769	-4%	16%
495	GS Retail Co Ltd	1.219100	74%	14%
224	Sally Beauty Holdings Inc	4.004384	1%	13%
955	Take Two Interactive	34.773923	-16%	12%
599	Becton Dickinson and Co	2.673846	-17%	12%
225	Samsonite International SA	2.076923	62%	12%
691	Northrop Grumman Corp	2.795384	23%	11%
903	Seagate Technology PLC	13.760230	-3%	11%
749	McCormick & Company Inc	2.223692	-22%	10%
360	Dixons Carphone PLC	20.012769	-26%	10%
20	Apple Inc	1307.439000	-26%	9%
336	Micro Focus International PLC	7.722923	7%	8%
826	American Tower Corp	1.436076	139%	8%
218	Red Robin Gourmet Burgers Inc	1.410230	-21%	8%
435	Autozone Inc	24.711384	17%	7%
700	PPL Corp	2.392692	-19%	7%
255	Tivity Health Inc	3.294846	-28%	7%
862	Agilent Technologies Inc	5.126076	55%	7%

5. Website Traffic - 2W Delta (2022-03-12, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
635	Entergy Corp	1.006615	-28%	7%
876	Xcel Energy Inc	4.616769	-1%	6%
867	DTE Energy Co	2.917538	19%	6%
559	Johnson & Johnson	7.392615	-18%	6%
814	NetApp Inc	7.480384	28%	6%
256	TJX Companies Inc	16.648000	-22%	6%
777	AutoNation Inc	3.040000	25%	5%
163	Lands End Inc	8.880615	-1%	5%

6. Wikipedia - 2W Delta (2022-03-14, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
1169	Uniper SE	en.wikipedia.org/wiki/Nord_Stream	6927	435.9%	140.0%
441	Bandai Namco Holdings Inc	en.wikipedia.org/wiki/Bandai_Namco_Entertainment	3082	32.6%	19.8%
545	Boeing Co	en.wikipedia.org/wiki/Terminal_High_Altitude_Area_Defense	12713	31.1%	14.9%
965	BP PLC	en.wikipedia.org/wiki/BP	2582	-11.8%	13.7%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_murder	2607	-13.8%	13.4%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	2665	23.4%	12.8%
666	Oracle Corp	en.wikipedia.org/wiki/Larry_Ellison	7744	-2.7%	12.5%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	3483	5.8%	12.4%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	5666	32.4%	11.4%
372	Pernod Ricard SA	en.wikipedia.org/wiki/Stolichnaya	11079	-2.8%	11.0%
478	American Express Co	en.wikipedia.org/wiki/Centurion_Card	3710	13.4%	10.1%
506	TUI AG	en.wikipedia.org/wiki/Sunwing_Airlines	2320	27.2%	9.8%
578	Honeywell International Inc	en.wikipedia.org/wiki/Terminal_High_Altitude_Area_Defense	4457	13.2%	9.6%
851	eBay Inc	en.wikipedia.org/wiki/EBay	17236	12.1%	8.8%
548	Chevron Corp	en.wikipedia.org/wiki/Chevron_Corporation	2438	6.7%	8.6%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	186153	45.7%	8.6%
484	Diageo PLC	en.wikipedia.org/wiki/Diageo	3003	6.0%	8.0%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2943	-19.8%	7.2%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	3938	88.1%	6.8%
997	Electricite de France SA	en.wikipedia.org/wiki/South_Stream	2434	30.5%	6.3%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_3	28210	-4.2%	5.5%
236	Sports Direct International PL	en.wikipedia.org/wiki/Frasers_Group	2521	-6.5%	5.2%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/Immortals_Fenyx_Rising	57465	-20.1%	5.1%

7. Wikipedia Pages- 2W Delta (2022-03-12, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Theranos	254721	343%	148%
1169	Uniper SE	en.wikipedia.org/wiki/Nord_Stream	61863	853%	121%
851	eBay Inc	en.wikipedia.org/wiki/EBay	408368	100%	81%
		en.wikipedia.org/wiki/Revolut	29184	105%	45%
2	Mattel Inc	en.wikipedia.org/wiki/Mattel	64437	466%	45%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Sekiro:_Shadows_Die_Twice	35736	42%	39%
441	Bandai Namco Holdings Inc	en.wikipedia.org/wiki/Bandai_Namco_Entertainment	12862	83%	37%
		en.wikipedia.org/wiki/Michelin_Guide	12423	-17%	25%
		en.wikipedia.org/wiki/The_Vanguard_Group	65466	45%	22%
		en.wikipedia.org/wiki/BBC	84007	24%	21%
666	Oracle Corp	en.wikipedia.org/wiki/Larry_Ellison	55611	-7%	20%
		en.wikipedia.org/wiki/Euronews	44660	-24%	19%
		en.wikipedia.org/wiki/Salesforce	17517	3%	19%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	22812	17%	17%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	79414	42%	14%
965	BP PLC	en.wikipedia.org/wiki/BP	25192	-13%	13%
545	Boeing Co	en.wikipedia.org/wiki/Boeing	31646	78%	13%
399	Wal-Mart Stores Inc	en.wikipedia.org/wiki/Flipkart	49197	45%	13%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	28343	24%	12%
		en.wikipedia.org/wiki/Assassin's_Creed_Valhalla	33750	-52%	12%
2	Mattel Inc	en.wikipedia.org/wiki/Barbie	25490	5%	12%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Modern_Warfare_2	14191	6%	11%
484	Diageo PLC	en.wikipedia.org/wiki/Diageo	16216	11%	11%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	19048	106%	10%
666	Oracle Corp	en.wikipedia.org/wiki/Oracle_Corporation	33246	1%	10%
		en.wikipedia.org/wiki/Subway_(restaurant)	20310	23%	9%
692	Wells Fargo & Co	en.wikipedia.org/wiki/American_Express	17968	33%	7%
478	American Express Co	en.wikipedia.org/wiki/American_Express	17968	33%	7%
424	Samsung Electronics Co Ltd	en.wikipedia.org/wiki/Samsung_Electronics	19101	14%	7%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	13632	122%	7%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_Search	17372	16%	6%

7. Wikipedia Pages- 2W Delta (2022-03-12, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
691	Northrop Grumman Corp	en.wikipedia.org/wiki/Northrop_Grumman	15009	37%	6%
		en.wikipedia.org/wiki/Credit_card	15144	16%	5%

8. Instagram - 2W Delta (2022-03-14 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
125	Greggs PLC		26.8%	420.8%	167.8%
154	Jack in the Box Inc	instagram.com/p/CapqThQpLEw instagram.com/p/CaF0GgljUCN instagram.com/p/Cak8ekGDM2Z	13.2%	530.6%	162.5%
487	Raia Drogasil SA	instagram.com/p/CaX9aunlXvl	42.9%	324.7%	72.1%
93	El Pollo Loco Holdings Inc		30.8%	755.4%	54.7%
388	Pick N Pay Stores Ltd		5.2%	235.4%	46.9%
247	Technogym SpA	instagram.com/p/CaQkll3PymC	26.0%	487.2%	44.3%
949	Dick's Sporting Goods		12.7%	149.6%	40.8%
195	Ocado Group PLC		121.0%	321.3%	35.1%
432	American Airlines Group Inc	instagram.com/p/CaSptv4Ff9F instagram.com/p/CaN-wM9uVII instagram.com/p/CaIVVXCmD18	5.3%	359.4%	27.1%
13	Accell Group NV		5.0%	118.9%	24.3%
71	Crocs Inc	instagram.com/p/CZ9XLjjetJ instagram.com/p/CbAZiV4FAf instagram.com/p/Ca8Kp5HIH19	27.5%	157.7%	23.4%
418	Shiseido Co Ltd	instagram.com/p/Ca4ueg_g_zl instagram.com/p/Ca2EdF8OoUw instagram.com/p/Ca-SAf4Oidl	5.2%	173.4%	22.7%
179	Capri Holdings Limited	instagram.com/p/CauYli1oPSu instagram.com/p/Ca7QetFoL0l instagram.com/p/CapP21iM2hP	9.5%	117.6%	21.8%
454	Compagnie Generale des Etablissements Michelin SCA	instagram.com/p/CZ1owGNrDYC	17.5%	144.2%	21.5%
203	Pandora A/S	instagram.com/p/CbCVqeKDzhl instagram.com/p/Ca68CfGs0AP instagram.com/p/Ca9MHVhjP3p	3.5%	111.3%	19.6%
478	American Express Co	instagram.com/p/CY9HO3vM8O7	11.1%	432.4%	16.0%
161	Kering SA	instagram.com/p/Ca2PzDEvXqd instagram.com/p/Cae9QxJKvq- instagram.com/p/Caw2ZitN0IA	9.6%	166.9%	13.9%
155	JD Sports Fashion PLC	instagram.com/p/CbAMst3ACRM instagram.com/p/Ca-ITbXAV2O	2.8%	743.4%	13.6%
225	Samsonite International SA	instagram.com/p/Ca2GwNHDJk6	25.7%	508.5%	13.6%

8. Instagram - 2W Delta (2022-03-14 Growth YoY) (Part 2)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
952	B2W	instagram.com/p/Ca-iuXllsUE instagram.com/p/	41.9%	368.4%	13.6%
202	Oxford Industries Inc	instagram.com/p/CanuF-gMWJb instagram.com/p/CakaxU8rLsb	2.0%	129.3%	12.9%
77	Debenhams PLC		2.8%	364.1%	12.4%
16	Amazon.com Inc	instagram.com/p/CaAWs-_tMsA	12.5%	176.6%	11.0%
229	Shake Shack Inc	instagram.com/p/Capc-TYOW6N instagram.com/p/Ca4_4HauenN	8.8%	142.9%	11.0%
292	World Wrestling Entertainment Inc	instagram.com/p/CbBKCKxr2tk instagram.com/p/CbBDS7VJbYb instagram.com/p/CbA1eBVjYc	11.9%	171.6%	10.0%
171	Luxottica Group SpA	instagram.com/p/CaHJf7qtdis instagram.com/p/Caz2rWSNV9l instagram.com/p/Cz1CPNJom-6	3.4%	232.6%	9.8%
30	Basic Fit NV	instagram.com/p/Cam_r5RtH-Q	22.6%	272.4%	9.1%
277	Vista Outdoor Inc	instagram.com/p/Cas1MS3peyL	5.1%	133.8%	8.8%
476	Nikon Corp	instagram.com/p/Ca5D-FsuFIZ instagram.com/p/Casj4mGPbSh	2.0%	120.8%	8.1%
393	Minor International PCL		5.2%	101.6%	7.5%
951	Mercado Libre	instagram.com/p/CaVhERoFsDD	24.9%	104.7%	7.4%
94	Entertainment One Ltd	instagram.com/p/CaXtVe6sPdU instagram.com/p/CaSU1tDg11V instagram.com/p/CalgTBRM9oP	10.1%	151.6%	7.3%
2	Mattel Inc	instagram.com/p/CZ9zZ8Xp_pc instagram.com/p/CaNEjiSpk2j instagram.com/p/Cam-46JBeik	11.3%	156.4%	7.1%
224	Sally Beauty Holdings Inc	instagram.com/p/Ca4yIEGFK6o	0.5%	202.8%	6.5%
537	Acer Inc		2.8%	148.2%	6.4%
91	Electrolux AB		19.1%	348.8%	6.4%
390	Nintendo Co Ltd	instagram.com/p/CZ110iqhf8c instagram.com/p/CYMKWOIPHel instagram.com/p/CYo0WbgsAqY	5.3%	122.7%	5.9%
230	SRP Groupe SA		42.9%	1,201.6%	5.9%

8. Instagram - 2W Delta (2022-03-14 Growth YoY) (Part 3)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
531	L'Oreal SA	instagram.com/p/Ca-VbChAyer instagram.com/p/Cajp7zDLRvk instagram.com/p/CanMjpYgBAh	10.1%	128.9%	5.7%
423	PepsiCo Inc	instagram.com/p/CaUodsOuOdU instagram.com/p/CaIWQuyOcb instagram.com/p/CZ7-umMgWYX	2.1%	135.0%	5.7%
70	Costco Wholesale Corp	instagram.com/p/Ca8AfwJjAxT	25.2%	338.7%	4.8%
407	Kikkoman Corp		39.0%	101.5%	4.4%
262	Trivago NV		15.3%	107.5%	4.2%
366	Visa Inc		27.6%	113.4%	4.0%
244	Tailored Brands Inc		11.6%	103.6%	3.7%
395	Cencosud SA		14.9%	1,277.7%	3.1%

9. AppStore USA - 2W Delta (2022-03-12, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
478	American Express Co	Amex	231	4.5%	4.5%
893	Discover Financial Services	Discover Mobile	223	1.9%	4.2%
1018	Barclays PLC	Barclays US Credit Cards	341	13.2%	4.2%
424	Samsung Electronics Co Ltd	Samsung Health	267	12.3%	3.0%
325	Tencent	JOOX Music	339	4.8%	3.0%
305	Restaurant Brands International Inc	Tim Hortons	298	3.0%	2.3%
796	Citizens Financial Group Inc	Citizens Bank Mobile Banking	286	8.0%	2.2%
767	Huntington Bancshares Inc	Huntington Mobile	285	7.5%	2.0%
200	Overstock.com Inc	Overstock — Furniture & Decor	293	3.1%	1.3%

10. AppStore Publishers USA - 2W Delta (2022-03-12, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Toca Boca AB	Toca Life World: Build stories	143	21.8%	23.9%
	Poshmark, Inc.	Poshmark: Buy & Sell Fashion	110	-1.4%	6.2%
	Hopper	Hopper: Flights, Hotels & Cars	97	14.7%	6.1%
	Duolingo	Duolingo - Language Lessons	104	31.4%	4.1%
887	Expedia Inc	Vrbo Vacation Rentals; Expedia: Hotels, Flights & Car	114	11.0%	3.9%
	Airbnb, Inc.	Airbnb	128	2.6%	3.9%
	Cross Forward Consulting, LLC	Widgetsmith	147	-14.2%	3.8%
	Indeed Inc.	Indeed Job Search	142	13.2%	3.3%
	Internal Revenue Service	IRS2Go	76	-16.5%	3.2%
	Musi Inc.	Musi - Simple Music Streaming	92	5.2%	3.2%
363	Sony Corp	PlayStation App	154	-2.8%	3.1%

11. Online Retail Amazon - 2W Delta (2022-03-14, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
907	Church & Dwight Co Inc	323	0.9%	14.1%
567	Procter & Gamble Co	879	96.6%	13.3%
171	Luxottica Group SpA	1849	34.5%	13.0%
1474	Caleres, Inc.	320	-22.7%	9.9%
268	Under Armour Inc	3387	-21.5%	8.0%
903	Seagate Technology PLC	745	-22.6%	8.0%
538	Fujifilm Holdings Corp	881	8.5%	7.9%
277	Vista Outdoor Inc	1354	-9.2%	6.4%
958	Funko Inc	1634	38.9%	6.3%
283	Whirlpool Corp	2943	20.2%	6.1%
302	Gildan Activewear Inc	3993	10.8%	5.0%
955	Take Two Interactive	1455	4.1%	4.5%
130	HanesBrands Inc	9092	-16.7%	4.3%
505	Activision Blizzard Inc	1201	6.4%	3.7%

12. Online Retail Walmart - 2W Delta (2022-01-03, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
663	Kimberly-Clark Corp	1055	107.3%	20.7%
477	Panasonic Corp	796	26.6%	12.3%
215	PVH Corp	5179	36.6%	11.4%
567	Procter & Gamble Co	1205	36.5%	9.0%
425	Canon Inc	2329	2.3%	6.4%

13. Online Retail Bestbuy - 2W Delta (2022-03-14, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
364	Pioneer Corp	211	-47.9%	14.9%
502	Ubisoft Entertainment SA	1054	11.1%	11.2%
116	Garmin Ltd	1136	-24.7%	5.4%
152	iRobot Corp	817	-18.9%	5.1%
519	Nestle SA	633	-48.5%	3.8%
328	Yamaha Corp	1988	-7.9%	3.2%

14. Job Listings - 2W Delta (2022-03-14, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
971	Linde PLC	1267	81.5%	104%
793	Chubb Ltd	1287	78.8%	90%
531	L'Oreal SA	3121	100.0%	73%
444	Bpost SA	289	78.6%	67%
857	Reynolds American	238	100.0%	66%
1375	Imerys SA	284	63.1%	59%
1089	Partners Group Holding AG	219	31.7%	58%
347	Renault SA	455	100.0%	57%
285	William Hill PLC	742	100.0%	55%
291	Workiva Inc	411	20.5%	55%
1406	IMI PLC	135	-1.5%	54%
1067	Rolls-Royce Holdings PLC	547	100.0%	52%
1019	Compass Group PLC	11515	13.7%	52%
1136	Evonik Industries AG	608	99.2%	51%
1281	Pirelli & C SpA	216	68.4%	50%
378	Woolworths Group Ltd	912	100.0%	50%
821	E*TRADE Financial Corp	1515	6.3%	50%
1004	Relx PLC	1397	48.8%	49%
112	Francesca's Holdings Corp	1434	50.5%	48%
640	Macy's Inc	2918	100.0%	48%
184	Movado Group Inc	252	94.6%	46%
345	Daimler AG	2180	100.0%	43%
1056	ArcelorMittal SA	722	83.5%	41%
505	Activision Blizzard Inc	1240	90.7%	40%
280	Web MD Health Corp.	167	11.5%	39%
1161	MTU Aero Engines AG	466	65.1%	39%
1173	Bunzl plc	419	31.7%	39%
1040	Telenor ASA	198	93.0%	39%
1110	SSE PLC	251	66.9%	39%
918	Crown Castle International Cor	258	46.3%	37%

15. Employee Company Ratings - 2W Delta (2022-03-14, 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
1500	Bath & Body Works Inc	7079	0.0%	1.2%	0.8%	11.2%	CEO Rating
620	Corning Inc	1691	9.5%		7.5%		Rating
1454	Capita PLC	9022	8.8%	8.8%	-3.9%	0.1%	Rating
682	Murphy Oil Corp	1659	0.0%	4.0%	0.0%	8.4%	CEO Rating
1367	Tate & Lyle PLC	600	1.0%	8.4%	0.2%	0.4%	Outlook
183	Monro Inc	333	4.7%		6.1%		Management
909	Alliant Energy Corp	451	2.4%	3.4%	2.9%	5.6%	CEO Rating
1420	Rotork PLC	228	1.5%	-0.4%	1.0%	5.4%	CEO Rating
1152	Amundi SA	610	5.2%		2.0%		Rating
750	PACCAR Inc	1049	0.6%	3.4%	0.3%	5.2%	CEO Rating
1289	Berkeley Group Holdings PLC	267	0.0%	5.2%	0.0%		Outlook
1467	Dometic Group AB (publ)	429	0.8%	-1.6%	0.2%	5.0%	CEO Rating