

ASTUTEX TRENDSPOTTING

April 25, 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
GFI Software	Software company	252.38	209.52	topics: Enterprise resource planning
KKR & Co. Inc.	Private equity company	57.72	28.26	topics: Small business
Cross Country Nurses	Company	179.32	24.70	topics: Travel nursing
ACI Worldwide	Payment system company	35.76	23.81	queries: pay taxes online;irs payments
TaxSlayer	Company	16.69	16.84	topics: State income tax;irs.gov; Filename extension queries: irs tax paym; tax extension
General Mills	Food company	2.97	16.48	queries: hulu streaming problems
Lasso Data Systems Inc.	Company	73.26	13.33	topics: Customer relationship management
Scandinavian Airlines	Airline	119.05	12.38	topics: British Airways
New Milani Group LLC	Company	5.77	6.09	topics: Cosmetics
Jimmy Buffett's Margaritaville	Hospitality company	38.81	2.95	topics: Margarita
Flonase	Drug brand	23.46	-1.34	queries: best allergy medicine
Men's Wearhouse	Company	57.59	-5.06	topics: K&G Fashion Superstore;Suit; Coat queries: prom suit;prom suits;prom

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
408	Nissin Foods Holdings Co Ltd	2022-04-25	54%	22%
289	Wizz Air Holdings PLC	2022-04-25	268%	10%
934	News Corp	2022-04-25	11%	-1%
409	Yakult Honsha Co Ltd	2022-04-25	28%	-3%
244	Tailored Brands Inc	2022-04-25	47%	-3%

3. Google Trends Industries World - 2W Delta (2022-04-25, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cruise	98.7%	7.5%	topics: Cruise ship;Ship;Pride of America queries: cruise ship; cruise;cruise ship covid outbreak 2022; residential cruise ships;american constitution cruise ship
Hand luggage	161.2%	7.2%	topics: Baggage;Size;Bag queries: carry on; calvin klein carry on luggage;55cm in inches
Airline ticket	47.6%	6.4%	topics: Ticket;Airplane queries: uçak bileti;tickets;plane; airline ticket agency
Ferry	39.3%	5.0%	topics: Island queries: ferry;starline ferry schedule; ferry to oracle park;shackleford banks ferry
Airport	67.8%	4.7%	topics: Flight;Car rental;International airport;Drug cartel; Cancun International Airport queries: airport; cartel cancun airport;cancun airport shooting; cartel ambushes cancun airport
Amusement park	52.7%	4.5%	topics: Park;Amusement;Death;Free fall; ICON Park queries: amusement park;theme park; amusement park death video;florida amusement park death; orlando amusement park death
Suitcase	44.8%	4.3%	topics: Baggage;Travel;Hand luggage queries: suitcase; boy found in suitcase;sarah boone suitcase video; boy found in suitcase in indiana
Hiking shoes	-27.0%	4.0%	topics: Hiking;Boot queries: boots;hiking boots;hiking shoes
Variety store	-4.5%	3.9%	topics: Dollar Tree queries: dollar store; is the dollar store open on easter
Footwear	-7.7%	3.2%	topics: Shoes;Rihanna;Fenty;Amina Muaddi queries: footwear; fenty footwear;fenty footwear designer;amina muaddi
Airline	57.7%	3.2%	topics: Flight;Alaska Airlines;Alaska;Cloth face mask; Strike action;Face mask queries: airlines; alaska airlines strike;alaska airlines pilot strike; alaska airlines cancelled flights today

3. Google Trends Industries World - 2W Delta (2022-04-25, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Shirt	16.7%	2.5%	topics: topics: T-shirtqueries: shirt queries: queries: shir
Resort	28.1%	2.4%	topics: All-inclusive resort;Hotel;Beach queries: resort; resorts
Tax	2.7%	2.4%	topics: Tax report;Tax Day;Payment; Filename extension queries: tax;file tax extension; how to file tax extension;file tax extension 2022
Unmanned aerial vehicle	9.6%	2.3%	topics: DJI;Camera;Howitzer;Ghost queries: drone;phoenix ghost; phoenix ghost drones
Digital camera	-2.5%	2.2%	topics: Camera;B&H;Autofocus;HP Photosmart queries: camera; digital camera; video camera camcorder digital camera recorder kicteck full ; b&h photo;■■■■■ ■■■ ■■■■ ■■■■ ■■■■ ■■■■ ■■■■ ■■■■ ■■■■ ■■■■
Social media	9.4%	2.0%	topics: Media;Frank James queries: social media;social; frank james social media;frank r james social media; frank r james
Vehicle Insurance	0.9%	1.9%	topics: Insurance queries: insurance;car insurance
Smartwatch	-5.6%	1.8%	topics: Watch queries: watch;smartwatch;smart watch; spade & co health smartwatch 2;fossil sport smartwatch; android smart watches for women
Suit	26.5%	1.8%	topics: Man;Marlon Wayans;Emmy Awards queries: suit; envelope suit;jake lockley moon knight suit
Men suits	26.5%	1.8%	topics: Man;Marlon Wayans;Emmy Awards queries: suit; envelope suit;jake lockley moon knight suit
Stock market	-1.0%	1.8%	topics: Market;Stock;April 15;Eric Boehlert; Good Friday queries: stock market;stock;market; stock markets good friday;eric boehlert bike accident; data breach cash app

3. Google Trends Industries World - 2W Delta (2022-04-25, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Trousers	11.9%	1.7%	topics: topics: Woman;Man;Katy Perryqueries: pants; katy perry split pants; katy perry pants rip queries: queries: pants; katy perry pants rip
Road	2.3%	1.7%	topics: Bicycle;Travel;Road trip;Boston Marathon queries: road; washington state road signs;boston marathon route; highest altitude road
Slipper	-6.7%	1.6%	topics: Woman;Man;UGG queries: slippers; hello slippers shark slides

4. Google Trends Industries USA - 2W Delta (2022-04-25, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Stock market	-14.6%	2.5%	topics: topics: Market;Stock;April 15;Eric Boehlert; Good Fridayqueries: stock market;stock;market; stock markets good friday;eric boehlert bike accident; data breach cash app queries: queries: stock market; data breach cash app
Bank	-2.5%	2.5%	topics: Online banking;U.S. Bank Branch;U.S. Bancorp; Good Friday;Friday queries: bank;banks open on good friday; are banks open on good friday;good friday bank holiday
Vehicle Insurance	1.3%	2.5%	topics: Insurance queries: insurance;car insurance
Payroll	8.1%	2.4%	topics: Tax;Payroll tax queries: payroll;clemson payroll
Food processor	-16.4%	2.1%	topics: Food;Toaster Oven;OXO; Bosch StartLine MUM54 queries: food processor; miyako food processor;bosch küchenmaschine mum54a00; miyako food processor price in bangladesh
Computer security	18.8%	1.8%	topics: Security queries: security;cyber;cyber security; brett johnson cybersecurity;pc security free; cyber security orchestration
Laptop	-10.2%	1.6%	topics: Hewlett-Packard;Computer monitor;Dell queries: laptop; matt gaetz hunter Biden laptop
Credit card	11.9%	1.6%	topics: Credit queries: credit card;■■ ■■■■; credit one charleston open
E-commerce	8.6%	1.5%	topics: Trade;Website queries: ecommerce; ecommerce web site builder;ecommerce seo audit
Glasses	0.5%	1.5%	topics: Eye;Sunglasses queries: glasses;car sick glasses; carsick glasses
Shampoo	2.8%	1.4%	topics: Hair;Hair conditioner queries: shampoo

4. Google Trends Industries USA - 2W Delta (2022-04-25, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Magazine	-5.7%	1.4%	topics: topics: Peoplequeries: magazine; bts time magazine 2022;fashion magazine for anna; anna wintour magazine queries: queries: magazine; anna wintour magazine
Cruise	98.1%	1.4%	topics: Cruise ship;Ship;Pride of America queries: cruise ship; cruise;cruise ship covid outbreak 2022; residential cruise ships;american constitution cruise ship
Business	-6.0%	1.3%	topics: Enterprise software;Software; Management queries: empresa

5. Website Traffic - 2W Delta (2022-04-23, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
506	TUI AG	8.213076	385%	138%
487	Raia Drogasil SA	4.146923	268%	104%
27	B&M European Value Retail SA	2.763230	71%	47%
456	Hankook Tire Co Ltd	1.580538	185%	36%
127	SEB SA	1.273230	61%	28%
407	Kikkoman Corp	5.448769	75%	26%
497	Jeronimo Martins SGPS SA	1.392000	4%	21%
701	Exelon Corp	1.891153	84%	21%
510	Distribuidora Internacional de	1.219307	21%	20%
622	Danaher Corp	2.091076	-7%	15%
632	PerkinElmer Inc	2.158461	21%	15%
726	Texas Instruments Inc	22.896307	54%	15%
317	Singapore Airlines Ltd	21.329846	252%	12%
714	Schlumberger NV	8.289307	55%	12%
416	Beiersdorf AG	1.365230	22%	12%
935	Centene Corp	1.480307	58%	11%
345	Daimler AG	15.571076	43%	11%
382	Lawson Inc	5.254615	0%	11%
35	Blucora Inc	24.419538	1%	11%
275	Viavi Solutions Inc	1.025153	18%	11%
526	General Mills Inc	10.662923	14%	10%
573	Intel Corp	96.625230	-1%	10%
400	Hero MotoCorp Ltd	3.366692	1%	10%
504	Nexon Co Ltd	5.199846	-32%	8%
797	O'Reilly Automotive Inc	10.098307	6%	7%
69	Takeaway.com NV	28.637923	-12%	7%
391	Electronic Arts Inc	114.504153	-17%	5%
380	Tesco PLC	23.030692	32%	5%
215	PVH Corp	16.940923	-11%	5%

6. Wikipedia - 2W Delta (2022-04-25, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/Kelly_Loeffler	6550	6.9%	70.0%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Discovery%2C_Inc.	6240	72.8%	28.7%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	199134	97.5%	20.5%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/PayPal	10567	-2.0%	14.4%
16	Amazon.com Inc	en.wikipedia.org/wiki/Fire_OS	55688	49.3%	14.3%
429	AirAsia Bhd	en.wikipedia.org/wiki/Indonesia_AirAsia_Flight_8501	3989	34.0%	14.2%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	4755	119.9%	13.1%
545	Boeing Co	en.wikipedia.org/wiki/Boeing	15010	67.5%	13.0%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	4194	96.6%	12.4%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	3028	10.0%	12.2%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/Alibaba_Group	16105	23.8%	11.8%
441	Bandai Namco Holdings Inc	en.wikipedia.org/wiki/Bandai_Namco_Entertainment	3763	84.8%	11.6%
851	eBay Inc	en.wikipedia.org/wiki/PayPal	16698	20.5%	11.0%
310	Deutsche Lufthansa AG	en.wikipedia.org/wiki/Germanwings_Flight_9525	8286	35.8%	10.8%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	39597	48.3%	10.6%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	7600	71.6%	10.5%
351	Hyundai Motor Co	en.wikipedia.org/wiki/Hyundai_Motor_Company	3386	-8.3%	8.8%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	4253	31.5%	8.3%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft	13017	29.7%	7.6%
317	Singapore Airlines Ltd	en.wikipedia.org/wiki/Scoot	5272	41.1%	6.3%
149	Intuit Inc	en.wikipedia.org/wiki/Intuit	3134	26.1%	6.2%
187	Netflix Inc	en.wikipedia.org/wiki/Netflix	29673	36.5%	6.1%
666	Oracle Corp	en.wikipedia.org/wiki/Oracle_Corporation	9318	31.3%	5.9%
329	Sega Sammy Holdings Inc	en.wikipedia.org/wiki/Sega	5496	7.6%	5.7%
887	Expedia Inc	en.wikipedia.org/wiki/Trivago	3594	47.1%	5.6%
352	Ferrari NV	en.wikipedia.org/wiki/Ford_v_Ferrari	9183	-24.2%	5.5%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Fox_News	12296	2.7%	5.4%
311	International Consolidated Air	en.wikipedia.org/wiki/International_Airlines_Group	4213	29.4%	5.4%
965	BP PLC	en.wikipedia.org/wiki/BP	2819	4.3%	5.3%
934	News Corp	en.wikipedia.org/wiki/New_York_Post	13323	2.4%	5.2%

7. Wikipedia Pages- 2W Delta (2022-04-23, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
16	Amazon.com Inc	en.wikipedia.org/wiki/Fire_OS	63105	1,355%	771%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	228493	434%	182%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Advance_Publications	14344	190%	69%
		en.wikipedia.org/wiki/Warner_Bros._Pictures	46644	114%	47%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/New_York_Stock_Exchange	35773	76%	43%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Discovery%2C_Inc.	18890	69%	39%
		en.wikipedia.org/wiki/Kmart	13225	146%	38%
		en.wikipedia.org/wiki/Skyscanner	16050	302%	33%
		en.wikipedia.org/wiki/Columbia_Pictures	43312	225%	33%
		en.wikipedia.org/wiki/Activision	13456	99%	26%
		en.wikipedia.org/wiki/MakeMyTrip	12957	152%	25%
955	Take Two Interactive	en.wikipedia.org/wiki/Kingdom_Hearts	21070	0%	24%
		en.wikipedia.org/wiki/PSV_Eindhoven	22516	29%	22%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/Alibaba_Group	32587	21%	22%
		en.wikipedia.org/wiki/Tesla%2C_Inc.	104885	-22%	21%
		en.wikipedia.org/wiki/SpaceX	55079	-25%	20%
		en.wikipedia.org/wiki/The_Vanguard_Group	36218	86%	19%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	15215	168%	19%
289	Wizz Air Holdings PLC	en.wikipedia.org/wiki/Wizz_Air	13238	135%	18%
391	Electronic Arts Inc	en.wikipedia.org/wiki/Electronic_Arts	18944	49%	17%
859	Alphabet Inc	en.wikipedia.org/wiki/Google	344286	79%	16%
179	Capri Holdings Limited	en.wikipedia.org/wiki/Donatella_Versace	23055	42%	15%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_3	27554	35%	14%
851	eBay Inc	en.wikipedia.org/wiki/PayPal	50380	-3%	12%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/PayPal	50380	-3%	12%
98	Etsy Inc	en.wikipedia.org/wiki/Etsy	20390	19%	12%
955	Take Two Interactive	en.wikipedia.org/wiki/Capcom	10400	17%	12%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	21820	146%	12%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	26438	52%	11%
		en.wikipedia.org/wiki/Ferrero_SpA	14373	24%	11%
563	Bank of America Corp	en.wikipedia.org/wiki/North_Hollywood_shootout	13081	-7%	10%
329	Sega Sammy Holdings Inc	en.wikipedia.org/wiki/Sega	22061	24%	10%

7. Wikipedia Pages- 2W Delta (2022-04-23, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
505	Activision Blizzard Inc	en.wikipedia.org/wiki/World_of_Warcraft	40123	-8%	10%
		en.wikipedia.org/wiki/Larsen_%26_Toubro	14685	-9%	10%
		en.wikipedia.org/wiki/ByteDance	21352	99%	10%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft	62694	38%	9%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Blizzard_Entertainment	13502	12%	8%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Fox_Broadcasting_Company	19742	45%	8%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_2	25493	16%	8%
		en.wikipedia.org/wiki/Walt_Disney_World	48704	32%	7%
576	Citigroup Inc	en.wikipedia.org/wiki/CVC_Capital_Partners	32343	356%	7%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	227584	68%	7%
		en.wikipedia.org/wiki/Google_Play	39900	18%	7%
		en.wikipedia.org/wiki/Credit_card	19091	38%	6%
551	Walt Disney Co	en.wikipedia.org/wiki/The_Walt_Disney_Company	71061	20%	6%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	684141	80%	5%
349	Honda Motor Co Ltd	en.wikipedia.org/wiki/Honda	19072	5%	5%
390	Nintendo Co Ltd	en.wikipedia.org/wiki/Nintendo	35044	9%	5%
		en.wikipedia.org/wiki/Forever_Living_Products	14499	128%	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 (2022-04-23, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
887	Expedia Inc	Vrbo Vacation Rentals; Expedia: Hotels, Flights & Car	111	28.6%	36.0%
227	SeaWorld Entertainment Inc	SeaWorld	299	22.3%	10.9%
98	Etsy Inc	Etsy: Custom & Creative Goods	83	33.3%	6.6%
200	Overstock.com Inc	Overstock — Furniture & Decor	279	9.2%	3.1%
1018	Barclays PLC	Barclays US Credit Cards	329	14.9%	1.9%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club; Vudu - Movies & TV	198	5.0%	1.5%
256	TJX Companies Inc	T.J.Maxx; Marshalls Official	334	0.1%	1.1%
435	Autozone Inc	AutoZone - Auto Parts & Repair	299	6.3%	1.0%
190	Nordstrom Inc	Nordstrom Rack: Shop Deals; Nordstrom	296	0.8%	1.0%
267	Ulta Beauty Inc	Ulta Beauty: Makeup & Skincare	233	2.1%	0.9%

10. AppStore Publishers USA - 2W Delta (2022-04-23, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
887	Expedia Inc	Vrbo Vacation Rentals; Expedia: Hotels, Flights & Car	75	26.1%	9.5%
	Ticketmaster	Ticketmaster-Buy, Sell Tickets	50	20.7%	8.9%
	Intuit Inc.		86	-7.5%	8.5%
98	Etsy Inc	Etsy: Custom & Creative Goods	83	33.3%	6.6%
	Telegram FZ-LLC	Telegram Messenger	27	26.8%	6.2%
432	American Airlines Group Inc	American Airlines	136	24.6%	6.0%
321	United Continental Holdings Inc	United Airlines	148	16.9%	5.9%
	Fetch Rewards	Fetch Rewards	87	1.6%	5.7%
320	Delta Air Lines Inc	Fly Delta	162	8.8%	5.1%
	Toca Boca AB	Toca Life World: Build stories	142	22.3%	3.9%
	Chick-fil-A, Inc.	Chick-fil-A	119	-14.6%	3.9%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club	43	14.5%	3.8%
	Airbnb, Inc.	Airbnb	98	9.6%	3.8%
	Klarna Bank AB	Klarna Shop now. Pay later.	131	16.9%	3.7%
	Maplebear Inc	Instacart: Grocery delivery	130	10.4%	3.4%
	reddit	Reddit	50	0.0%	3.3%

11. Online Retail Amazon - 2W Delta (2022-04-18, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
20	Apple Inc	726	95.2%	31.1%
6	Guess? Inc	336	290.7%	17.5%
520	Glanbia PLC	3834	150.6%	13.4%
189	Nike Inc	1383	-7.4%	12.3%
1474	Caleres, Inc.	347	-2.5%	8.7%
134	Herbalife Ltd	760	34.3%	7.6%
538	Fujifilm Holdings Corp	745	13.1%	5.4%
71	Crocs Inc	6276	4.9%	4.8%
106	Fitbit Inc	2007	17.9%	4.4%
268	Under Armour Inc	3892	-9.5%	4.4%
390	Nintendo Co Ltd	5900	10.4%	4.1%
173	Makita Corp	964	-2.2%	3.5%
215	PVH Corp	863	-10.2%	3.4%
416	Beiersdorf AG	816	6.0%	3.1%

12. Online Retail Walmart - 2W Delta (2022-04-25, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
453	Kumho Petro Chemical Co Ltd	420	663.6%	169.0%
212	Prada SpA	506	401.0%	65.1%
525	Campbell Soup Co	648	93.4%	57.9%
238	Starbucks Corp	1418	154.1%	54.3%
171	Luxottica Group SpA	1366	118.2%	50.4%
143	Hugo Boss AG	279	153.6%	31.6%
274	VF Corp	5102	18.3%	23.2%
457	Goodyear Tire & Rubber Co	3413	14.1%	21.4%
250	Tempur Sealy International Inc	257	-22.1%	19.9%
216	Ralph Lauren Corp	204	26.7%	18.8%
537	Acer Inc	814	-3.2%	17.7%
152	iRobot Corp	863	15.7%	17.3%
663	Kimberly-Clark Corp	1138	422.0%	16.7%
17	Amer Sports Oyj	1719	86.8%	15.4%
268	Under Armour Inc	544	-8.0%	13.0%
132	Hasbro Inc	5418	13.4%	11.7%
264	Techtronic Industries Co Ltd	778	36.7%	10.8%
600	Berkshire Hathaway Inc	3642	5.5%	8.1%
283	Whirlpool Corp	3131	14.7%	7.5%
302	Gildan Activewear Inc	2001	11.7%	6.1%
5	Puma SE	577	222.3%	5.9%
426	Seiko Epson Corp	844	33.1%	5.4%

13. Online Retail Bestbuy - 2W Delta (2022-04-25, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
116	Garmin Ltd	1257	-10.7%	7.4%
328	Yamaha Corp	2179	3.4%	6.3%
477	Panasonic Corp	3653	13.6%	3.5%

14. Job Listings - 2W Delta (2022-04-25, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1059	Swisscom AG	400	100.0%	105%
372	Pernod Ricard SA	207	89.3%	91%
821	E*TRADE Financial Corp	3282	100.0%	90%
250	Tempur Sealy International Inc	434	100.0%	88%
910	J B Hunt Transport Services In	997	98.1%	82%
855	F5 Networks Inc	1512	100.0%	81%
905	IHS Markit Ltd	1303	38.8%	78%
420	Coty Inc	345	62.1%	77%
291	Workiva Inc	552	100.0%	71%
781	U.S. Bancorp	4358	100.0%	65%
730	Total System Services Inc	463	19.2%	63%
565	Baker Hughes A GE Co	1252	66.9%	61%
529	J M Smucker Co	260	100.0%	61%
1019	Compass Group PLC	12110	32.8%	59%
1237	William Demant Holding A/S	267	91.4%	59%
1423	Inchcape PLC	162	33.1%	54%
1353	John Wood Group PLC	272	-41.6%	52%
520	Glanbia PLC	250	40.5%	51%
168	LPP SA	110	2.1%	51%
1021	Nokia Oyj	3477	100.0%	50%
968	Siemens AG	10809	100.0%	50%
772	People's United Financial Inc	308	27.2%	49%
1391	K&S AG	164	17.8%	47%
676	Marsh & McLennan Companies Inc	1270	18.3%	46%
1009	Orange SA	274	37.1%	46%
286	Wingstop Inc	3655	45.3%	46%
1012	Engie SA	4022	60.9%	46%
1198	SES SA	193	70.7%	46%
673	Loews Corp	1922	100.0%	45%
502	Ubisoft Entertainment SA	2440	69.7%	45%

15. Employee Company Ratings - 2W Delta (2022-04-25, 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
1063	Schindler Holding AG	1667	0.8%	16.0%	4.7%		Outlook
858	Devon Energy Corp	1005	0.0%	2.4%	-0.4%	7.2%	CEO Rating
118	Geox SpA	216	-0.4%	-2.6%	1.7%	7.0%	CEO Rating
1125	NN Group NV	626	0.3%	6.8%	0.6%		Outlook
1218	Tele2 AB	304	1.5%	6.6%	2.5%		Outlook
165	Leon's Furniture Ltd	345	1.2%	2.0%	2.0%	6.2%	CEO Rating
1420	Rotork PLC	232	0.8%	4.0%	0.8%	5.6%	CEO Rating
1213	Raiffeisen Bank International	577	1.2%	0.2%	2.7%	5.4%	CEO Rating
1269	ITV PLC	577	0.0%	5.2%	0.3%	-2.8%	Outlook
722	Public Storage	1602	-1.3%	5.2%	0.0%		Outlook
1321	Rockwool International A/S	338	1.5%	5.0%	1.8%		Outlook
1378	SSP Group PLC	1903	0.1%	1.8%	0.6%	5.0%	CEO Rating
1109	CNP Assurances SA	233	0.2%	-4.2%	0.0%	5.0%	CEO Rating