

# **ASTUTEX TRENDSPOTTING**

**May 16, 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
Air Jamaica	Airline	169.49	162.71	topics: Strike action; Sudden infant death syndrome
Calumet Farm	Horse racing company	96.97	111.70	topics: Strike action
Universal Logistics Holdings, Inc	Trucking company in Warren, Michigan	38.91	30.06	topics: Logistics
TNT Express	Transport company	58.04	24.02	queries: nba stream;nba live stream
Sandals Resorts	All-inclusive resort company	32.23	18.37	topics: The Bahamas;Resort; Freon queries: sandals resorts; sandals resorts bahamas deaths; bahamas resorts;bahamas; dow jones stock markets
Robert Bosch	Engineering company	9.60	12.79	topics: Power tool
Qihoo 360	Software company	26.09	9.02	topics: Similac
Xcel Energy	Utilities company	50.00	7.57	topics: Rebate
Turkish Airlines	Airline	75.08	4.47	topics: ■stanbul;Hand luggage
Lufthansa	Airline	135.92	3.84	topics: O'Hare International Airport; Hand luggage
Daikin	Manufacturing company	11.03	3.84	topics: Chiller;Lennox
Pentair	Company	-2.73	0.90	topics: Pool vacuum cleaner
Carvana Co.	Company	32.12	-0.39	topics: Pacific Ocean queries: yellow br
Eurail	Company	347.22	-3.19	topics: Train ticket
Broadway Video	Entertainment company			queries: jesse williams video

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
739	Vulcan Materials Co	2022-05-16	22%	20%
524	Orkla ASA	2022-05-16	-3%	14%
409	Yakult Honsha Co Ltd	2022-05-16	42%	13%
467	Carlsberg A/S	2022-05-16	12%	7%
233	Skechers USA Inc	2022-05-16	11%	5%
71	Crocs Inc	2022-05-16	14%	5%
552	Extra Space Storage Inc	2022-05-16	23%	3%
181	Mimecast Ltd	2022-05-16	19%	2%
584	Aflac Inc	2022-05-16	25%	0%
724	Sysco Corp	2022-05-16	36%	-1%
1	Sixt SE	2022-05-16	22%	-4%
59	Cedar Fair LP	2022-05-16	49%	-18%
289	Wizz Air Holdings PLC	2022-05-16	202%	-55%

### 3. Google Trends Industries World - 2W Delta (2022-05-16, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Snow boot	-15.0%	15.6%	topics: Boot;Hunter Boot Ltd queries: snow boots;winter boots; snow boot liner crossword
Stock market	10.9%	9.0%	topics: Stock;Market; United States Secretary of Agriculture queries: stock market; stock;market;agriculture secretary arrested; texas death row execution melissa;dr oz shot
Baby food	-1.2%	6.8%	topics: Infant;Food;Abbott Laboratories;Infant clothing; Pampers queries: baby food;■■■■;baby formula shortage; why is there a baby food shortage;baby food shortage cause
Airline ticket	56.4%	5.4%	topics: Airplane;Ticket queries: uçak bileti;tickets;plane; airline ticket agency;boleto de avion baratos
Suitcase	50.6%	3.7%	topics: Baggage;Travel; United States Declaration of Independence;Roald Dahl; How's Your Father? queries: suitcase;boy found in suitcase; boy in suitcase indiana;louis armstrong suitcase
Hiking shoes	-21.2%	3.6%	topics: Hiking;Boot queries: hiking boots;hiking shoes
Road	6.2%	3.2%	topics: Travel;Bicycle;Controlled-access highway; Pacific Ocean queries: road;yellow brick road pacific ocean; google doodle route 66;phish from the road
Resort	32.6%	2.9%	topics: All-inclusive resort;Beach queries: resort; sandals resorts bahamas deaths;sandals resort deaths; blackberry mountain resort
Airport	72.5%	2.2%	topics: Flight;International airport; Car rental queries: airport;boston logan airport evacuated; unexploded shell ben gurion airport
Investment fund	-10.8%	2.1%	queries: fund;funds;ma cookie settlement fund; 2022 small business growth fund;portfolio visualizer
Footwear	-3.3%	2.1%	topics: Shoes;Athlete;Formal wear; Mistake Creek queries: footwear; toy made from footwear crossword; what athlete was featured in the most recent champs tv video; dancers footwear crossword clue

### 3. Google Trends Industries World - 2W Delta (2022-05-16, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Ferry	41.5%	2.1%	topics: topics: Islandqueries: ferry;kismet ferry schedule; peaks island ferry schedule; east boston ferry queries: queries: ferry;east boston ferry
Mutual fund	-15.3%	2.0%	topics: Investment fund;Mutual insurance queries: funds; equity funds, index funds, and market cap equity funds are b
Sunglasses	7.4%	2.0%	topics: Glasses;Oakley;Ray-Ban queries: sunglasses
Streaming Multimedia	-1.7%	1.9%	topics: Livestreaming;Live television;Thomas Cup;Tyson Fury; Dillian Whyte queries: stream;streaming; johnny depp trial stream;met gala live stream
Unmanned aerial vehicle	12.1%	1.9%	topics: DJI;Camera;Phoenix;Ghost;Pixie queries: drone; phoenix ghost;phoenix ghost drones
Enterprise Resource Planning	8.4%	1.9%	topics: System;Software;Aviation;Aircraft maintenance; Aircraft maintenance technician queries: erp; aviation maintenance technician;datadoghq;xerillion.com
Smartwatch	-2.8%	1.9%	topics: Watch queries: watch;smartwatch;smart watch; smart watch with blood pressure and heart rate monitor; montblanc smartwatch
Shirt	19.9%	1.8%	topics: T-shirt queries: shirt;shirts; grand canyon shirt target;grand canyon shirt bad bunny; bad bunny target shirt
Down jacket	21.1%	1.7%	topics: Jacket queries: puffer jacket
Moisturizer	-0.4%	1.6%	topics: Face;Cream queries: moisturizer; ahava essential day moisturizer; vanicream moisturizing ointment; obagi hydrate facial moisturizer
Lingerie	-8.6%	1.6%	topics: Undergarment;Victoria's Secret;Plus Size Lingerie; Madison Cawthorn queries: lingerie;cawthorn lingerie; madison cawthorn;madison cawthorn lingerie

### 3. Google Trends Industries World - 2W Delta (2022-05-16, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Motorcycle	-2.9%	1.5%	topics: topics: Bicycle; Hondaqueries: motorcycle queries: queries: motorcycle
Sports betting	14.5%	1.5%	topics: Sports;2022 Kentucky Derby;Derby; The Kentucky Derby queries: betting;derby betting app; kentucky derby betting app;kentucky derby 2022 betting online
Shoes	4.3%	1.5%	topics: Man;Sneakers;Nike queries: shoes; balenciaga distressed shoes

#### 4. Google Trends Industries USA - 2W Delta (2022-05-16, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Baby food	-15.8%	18.2%	topics: Infant;Food;Abbott Laboratories;Infant clothing; Pampers queries: baby food;■■■■;baby formula shortage; why is there a baby food shortage;baby food shortage cause
Stock market	9.2%	16.2%	topics: Stock;Market; United States Secretary of Agriculture queries: stock market; stock;market;agriculture secretary arrested; texas death row execution melissa;dr oz shot
Air Conditioner	2.5%	14.4%	topics: Air conditioning queries: air conditioner; menards portable air conditioner
Sports betting	29.1%	12.1%	topics: Sports;2022 Kentucky Derby;Derby; The Kentucky Derby queries: betting;derby betting app; kentucky derby betting app;kentucky derby 2022 betting online
Lingerie	-6.0%	4.7%	topics: Undergarment;Victoria's Secret;Plus Size Lingerie; Madison Cawthorn queries: lingerie;cawthorn lingerie; madison cawthorn;madison cawthorn lingerie
Investment fund	-22.9%	4.1%	queries: fund;funds;ma cookie settlement fund; 2022 small business growth fund;portfolio visualizer
Mobile games	2.8%	3.9%	topics: Mobile phone;Game;Video game;Blade;Queen Sugar; Kick-off queries: mobile games; mobile game with a variety of blades; mobile game with a variety of blades crossword; warcraft mobile game leak
Streaming Multimedia	14.3%	3.1%	topics: Livestreaming;Live television;Thomas Cup;Tyson Fury; Dillian Whyte queries: stream;streaming; johnny depp trial stream;met gala live stream
Robotics	34.9%	2.4%	topics: Robot;Fishing lure; World Athletics Championships Oregon22 queries: robotics; isca robotica;vex robotics world championship 2022
Unmanned aerial vehicle	15.2%	2.2%	topics: DJI;Camera;Phoenix;Ghost;Pixie queries: drone; phoenix ghost;phoenix ghost drones
Xbox	-21.6%	2.1%	topics: Xbox One;Xbox Series X and Series S;Xbox;Downtime; Xbox Cloud Gaming queries: xbox;fortnite xbox cloud gaming; microsoft xbox live outage; the person who bought this needs to sign in



#### 4. Google Trends Industries USA - 2W Delta (2022-05-16, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Magazine	-3.7%	2.1%	topics: topics: People;Hilary Duffqueries: magazine; amber heard people magazine;amber heard peoples mag; giejo magazine queries: queries: magazine;giejo magazine
Pharmacy	-2.4%	1.9%	topics: Pharmacy technician;Walgreens; CVS Pharmacy queries: pharmacy
Musical Instrument	2.1%	1.8%	topics: Music;Dry Tortugas National Park;Swiss people; mountaineer queries: instrument;instruments;dry tortugas; instrument for a swiss mountaineer; instrument for a swiss mountaineer crossword
Road	-2.2%	1.8%	topics: Travel;Bicycle;Controlled-access highway; Pacific Ocean queries: road;yellow brick road pacific ocean; google doodle route 66;phish from the road
News	20.7%	1.7%	topics: Ukraine;Breaking news;Ukrainian language queries: news; johnny depp news;debanhi escobar noticias; johnny depp latest news
Skin care	-2.1%	1.6%	topics: Skin queries: skincare;skin care; skin care product crossword;violin bow application nyt; nimi skincare
Money	-0.2%	1.5%	topics: Money order;Account;Cash App queries: money; my money dont jiggle;my money dont jiggle jiggle;louis theroux
Toothpaste	1.1%	1.5%	topics: Tooth; Colgate Elixir White Restore Toothpaste queries: toothpaste; colgate elixir toothpaste; yrf best china hotel room disposable travel airline toothbru; cleure toothpaste
Social media	21.6%	1.3%	topics: Media queries: social media;social; amber heard social media;mike tyson social media comment; girl loses scholarship over social media
Down jacket	33.8%	1.3%	topics: Jacket queries: puffer jacket
Diet	-9.0%	1.2%	topics: Ketogenic diet;Weight loss;Plan queries: diet; kim kardashian met gala diet;kim kardashian diet; the machinist diet

4. Google Trends Industries USA - 2W Delta (2022-05-16, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Moisturizer	4.1%	1.2%	topics: topics: Face;Creamqueries: moisturizer; ahava essential day moisturizer; vanicream moisturizing ointment; obagi hydrate facial moisturizer queries: queries: moisturiz; obagi hydrate facial moisturizer
Investment	-16.5%	1.2%	topics: Stock queries: investment;invest; linerock investments ltd;aviation maintenance technician; fixjets
Dating	6.9%	1.2%	topics: Mobile app;Online dating service; Online dating application;Chrishell Stause;G Flip; Jason Oppenheim queries: dating; did katy perry date john mayer;johnny depp dating history; who is johnny depp dating now

## 5. Website Traffic - 2W Delta (2022-05-14, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
503	Konami Holdings Corp	9.328000	375%	104%
99	Europcar Groupe SA	3.609846	233%	85%
95	Esprinet SpA	1.124692	289%	44%
329	Sega Sammy Holdings Inc	4.852230	239%	41%
142	HubSpot Inc	233.196769	206%	35%
603	Bristol-Myers Squibb Co	2.089153	76%	30%
429	AirAsia Bhd	18.804615	101%	30%
700	PPL Corp	2.991384	42%	28%
157	J.Jill Inc	3.196076	76%	26%
441	Bandai Namco Holdings Inc	4.824384	292%	20%
316	Korean Air Lines Co Ltd	8.164153	87%	19%
255	Tivity Health Inc	4.561923	17%	18%
469	Sapporo Holdings Ltd	1.970384	78%	18%
525	Campbell Soup Co	1.454000	1%	17%
571	Analog Devices Inc	9.042307	32%	16%
955	Take Two Interactive	55.051461	59%	15%
406	Kerry Group PLC	1.520615	7%	15%
680	Micron Technology Inc	3.063307	25%	15%
3	NCSOFT Corp	16.391307	74%	15%
620	Corning Inc	2.552538	35%	14%
515	Bajaj Auto Ltd	3.469615	41%	14%
317	Singapore Airlines Ltd	22.577153	270%	14%
607	Advanced Micro Devices Inc	59.257153	45%	13%
598	Baxter International Inc	1.558923	70%	13%
844	ANSYS Inc	6.986769	99%	12%
771	Northern Trust Corp	1.591230	-4%	12%
372	Pernod Ricard SA	1.783461	11%	12%
584	Aflac Inc	3.661923	55%	11%
731	Johnson Controls International	2.663923	5%	11%
679	Medtronic PLC	5.382923	4%	11%
154	Jack in the Box Inc	1.670615	13%	11%
289	Wizz Air Holdings PLC	25.945846	381%	10%
381	Seven & i Holdings Co Ltd	11.382461	49%	10%
256	TJX Companies Inc	21.458230	20%	9%
589	Aon PLC	5.288615	1%	9%

5. Website Traffic - 2W Delta (2022-05-14, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
251	Texas Roadhouse Inc	2.730923	0%	9%
427	Lenovo Group Ltd	125.887538	18%	9%
163	Lands End Inc	10.042307	11%	8%
554	Exxon Mobil Corp	3.795923	69%	8%
113	Franklin Resources Inc	1.233692	17%	8%
391	Electronic Arts Inc	127.217230	-7%	8%
85	Dollar General Corp	4.484384	39%	7%
445	Royal Mail PLC	41.334384	5%	7%
194	NVIDIA Corp	119.999230	-14%	7%
843	Ameren Corp	2.223846	17%	7%
79	De Longhi SpA	7.521384	5%	6%
34	Bloomin' Brands Inc	4.254769	-12%	6%
891	TE Connectivity Ltd	3.764307	-9%	5%
318	China Airlines Ltd	3.568923	68%	5%

## 6. Wikipedia - 2W Delta (2022-05-16, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
11	Abercrombie & Fitch Co	en.wikipedia.org/wiki/Abercrombie_%26_Fitch	3778	422.9%	91.9%
839	FirstEnergy Corp	en.wikipedia.org/wiki/Three_Mile_Island_Nuclear_Generating_Station	2544	22.9%	24.9%
423	PepsiCo Inc	en.wikipedia.org/wiki/Super_Bowl_LV_halftime_show	7505	2.8%	21.0%
114	GameStop Corp	en.wikipedia.org/wiki/GameStop_short_squeeze	3204	-55.9%	21.0%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	7783	105.7%	17.2%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	4519	118.9%	13.8%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	199715	119.0%	13.0%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	39089	65.9%	11.8%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Advance_Publications	5735	98.3%	11.2%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/Kelly_Loeffler	6363	27.4%	11.2%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_(company)	54951	64.0%	10.4%
306	Qantas Airways Ltd	en.wikipedia.org/wiki/Qantas	4517	33.9%	10.2%
851	eBay Inc	en.wikipedia.org/wiki/PayPal	17240	39.6%	8.0%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/PayPal	11783	19.9%	7.0%
317	Singapore Airlines Ltd	en.wikipedia.org/wiki/Scoot	5356	49.2%	6.3%
171	Luxottica Group SpA	en.wikipedia.org/wiki/Luxottica	2607	-0.1%	5.8%
987	EssilorLuxottica SA	en.wikipedia.org/wiki/Luxottica	2607	-0.1%	5.8%
563	Bank of America Corp	en.wikipedia.org/wiki/Merrill_(company)	5256	4.6%	5.7%
576	Citigroup Inc	en.wikipedia.org/wiki/CVC_Capital_Partners	7366	40.6%	5.3%

## 7. Wikipedia Pages- 2W Delta (2022-05-14, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
11	Abercrombie & Fitch Co	<a href="https://en.wikipedia.org/wiki/Abercrombie_%26_Fitch">en.wikipedia.org/wiki/Abercrombie_%26_Fitch</a>	26503	563%	91%
		<a href="https://en.wikipedia.org/wiki/MakeMyTrip">en.wikipedia.org/wiki/MakeMyTrip</a>	14771	207%	42%
576	Citigroup Inc	<a href="https://en.wikipedia.org/wiki/CVC_Capital_Partners">en.wikipedia.org/wiki/CVC_Capital_Partners</a>	16359	459%	38%
		<a href="https://en.wikipedia.org/wiki/Piggly_Wiggly">en.wikipedia.org/wiki/Piggly_Wiggly</a>	13882	237%	32%
881	Intercontinental Exchange Inc	<a href="https://en.wikipedia.org/wiki/New_York_Stock_Exchange">en.wikipedia.org/wiki/New_York_Stock_Exchange</a>	35703	99%	27%
		<a href="https://en.wikipedia.org/wiki/Indeed">en.wikipedia.org/wiki/Indeed</a>	19840	148%	25%
213	Booking Holdings Inc.	<a href="https://en.wikipedia.org/wiki/Booking.com">en.wikipedia.org/wiki/Booking.com</a>	17080	207%	25%
		<a href="https://en.wikipedia.org/wiki/Rivian">en.wikipedia.org/wiki/Rivian</a>	22692	83%	23%
206	PayPal Holdings Inc	<a href="https://en.wikipedia.org/wiki/X.com">en.wikipedia.org/wiki/X.com</a>	13317	37%	22%
399	Wal-Mart Stores Inc	<a href="https://en.wikipedia.org/wiki/Flipkart">en.wikipedia.org/wiki/Flipkart</a>	50417	102%	19%
851	eBay Inc	<a href="https://en.wikipedia.org/wiki/EBay">en.wikipedia.org/wiki/EBay</a>	35077	119%	15%
289	Wizz Air Holdings PLC	<a href="https://en.wikipedia.org/wiki/Wizz_Air">en.wikipedia.org/wiki/Wizz_Air</a>	15080	158%	14%
		<a href="https://en.wikipedia.org/wiki/Tesla%2C_Inc.">en.wikipedia.org/wiki/Tesla%2C_Inc.</a>	83716	6%	13%
16	Amazon.com Inc	<a href="https://en.wikipedia.org/wiki/Amazon_(company)">en.wikipedia.org/wiki/Amazon_(company)</a>	148085	60%	13%
		<a href="https://en.wikipedia.org/wiki/UKG">en.wikipedia.org/wiki/UKG</a>	19639	235%	13%
851	eBay Inc	<a href="https://en.wikipedia.org/wiki/PayPal">en.wikipedia.org/wiki/PayPal</a>	48429	27%	12%
206	PayPal Holdings Inc	<a href="https://en.wikipedia.org/wiki/PayPal">en.wikipedia.org/wiki/PayPal</a>	48429	27%	12%
161	Kering SA	<a href="https://en.wikipedia.org/wiki/Balenciaga">en.wikipedia.org/wiki/Balenciaga</a>	18838	63%	10%
		<a href="https://en.wikipedia.org/wiki/JCB_(company)">en.wikipedia.org/wiki/JCB_(company)</a>	10602	39%	10%
859	Alphabet Inc	<a href="https://en.wikipedia.org/wiki/Google">en.wikipedia.org/wiki/Google</a>	367513	92%	10%
		<a href="https://en.wikipedia.org/wiki/Airbnb">en.wikipedia.org/wiki/Airbnb</a>	31209	72%	8%
837	Yum! Brands Inc	<a href="https://en.wikipedia.org/wiki/Taco_Bell">en.wikipedia.org/wiki/Taco_Bell</a>	12245	7%	7%
292	World Wrestling Entertainment	<a href="https://en.wikipedia.org/wiki/Madison_Square_Garden">en.wikipedia.org/wiki/Madison_Square_Garden</a>	14984	30%	6%
		<a href="https://en.wikipedia.org/wiki/Warner_Bros._Pictures">en.wikipedia.org/wiki/Warner_Bros._Pictures</a>	27058	123%	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	<a href="https://www.instagram.com/p/CZ2qtN6j3KP">instagram.com/p/CZ2qtN6j3KP</a>	20.8%	364.8%	41.9%
59	Cedar Fair LP	<a href="https://www.instagram.com/p/Cb-wvONISi8">instagram.com/p/Cb-wvONISi8</a> <a href="https://www.instagram.com/p/Cbfx1cVs82L">instagram.com/p/Cbfx1cVs82L</a> <a href="https://www.instagram.com/p/CcF7qtaspvz">instagram.com/p/CcF7qtaspvz</a>	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	<a href="https://www.instagram.com/p/Cb3Kn4Eq_9H">instagram.com/p/Cb3Kn4Eq_9H</a>	11.8%	117.9%	9.1%
98	Etsy Inc		8.8%	141.8%	5.6%
115	Gap Inc	<a href="https://www.instagram.com/p/CbtEPWZuIAu">instagram.com/p/CbtEPWZuIAu</a> <a href="https://www.instagram.com/p/Ca7sKPDJlIS">instagram.com/p/Ca7sKPDJlIS</a> <a href="https://www.instagram.com/p/Cb-asabroW3">instagram.com/p/Cb-asabroW3</a>	2.6%	138.8%	5.3%

## 9. AppStore USA - 2W Delta (2022-05-14, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
365	LG Electronics Inc	LG ThinQ	220	2.2%	8.5%
110	Ford Motor Co	FordPass™	225	1.8%	7.8%
227	SeaWorld Entertainment Inc	SeaWorld	265	32.1%	6.5%
852	Goldman Sachs Group Inc	Marcus by Goldman Sachs®	287	27.9%	6.2%
277	Vista Outdoor Inc	Bushnell Golf Mobile	320	18.8%	5.4%
120	General Motors Co	myChevrolet; myGMC	282	0.2%	4.7%
1417	Signify NV	Philips Hue	347	0.2%	3.5%
958	Funko Inc	Funko	335	14.7%	3.3%
140	Home Depot Inc	Project Color™ The Home Depot	328	0.5%	3.2%
349	Honda Motor Co Ltd	HondaLink	296	2.8%	3.0%
200	Overstock.com Inc	Overstock — Furniture & Decor	269	13.0%	2.0%
1018	Barclays PLC	Barclays US Credit Cards	317	18.0%	2.0%
259	Tractor Supply Co	Tractor Supply	283	6.0%	1.1%
849	Aetna Inc	Aetna Health	283	1.0%	1.0%
755	Bed Bath & Beyond Inc	Bed Bath & Beyond; buybuy BABY	331	3.6%	1.0%



### 10. AppStore Publishers USA - 2W Delta (2022-05-14, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Poshmark, Inc.	Poshmark: Buy & Sell Fashion	114	11.7%	3.6%

#### 11. Online Retail Amazon - 2W Delta (2022-05-16, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
520	Glanbia PLC	3982	206.8%	33.4%
189	Nike Inc	1459	22.2%	14.4%
1474	Caleres, Inc.	383	32.1%	13.7%
264	Techtronic Industries Co Ltd	2241	12.5%	9.4%
106	Fitbit Inc	2348	27.1%	7.0%
79	De Longhi SpA	2047	10.6%	6.9%
39	Breville Group Ltd	1100	16.9%	5.7%
389	Asics Corp	1430	-5.4%	5.6%
149	Intuit Inc	668	-16.0%	5.6%
959	Turtle Beach	1620	-8.2%	5.0%
173	Makita Corp	1008	6.2%	4.6%
416	Beiersdorf AG	717	7.8%	4.4%
456	Hankook Tire Co Ltd	555	-16.8%	4.3%
536	Monster Beverage Corp	737	-17.6%	4.2%
427	Lenovo Group Ltd	1051	9.4%	4.2%
283	Whirlpool Corp	2964	31.6%	4.0%
955	Take Two Interactive	1504	4.8%	3.9%
477	Panasonic Corp	659	-24.7%	3.7%
2	Mattel Inc	5784	9.2%	3.6%
67	Columbia Sportswear Co	3095	-4.9%	3.3%
906	Western Digital Corp	441	-38.2%	3.3%

**12. Online Retail Walmart - 2W Delta (2022-05-16, 13 weeks YoY) (Part 1)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Rating</b>	<b>Rating 13W Growth YoY</b>	<b>2W Change (13W YoY)</b>
212	Prada SpA	515	420.2%	39.4%
268	Under Armour Inc	619	19.7%	22.8%
171	Luxottica Group SpA	1416	155.1%	21.9%
250	Tempur Sealy International Inc	393	5.9%	13.8%
66	Tapestry Inc	305	80.5%	13.0%
959	Turtle Beach	823	-41.9%	10.0%
161	Kering SA	513	0.2%	6.8%
534	Estee Lauder Companies Inc	3744	104.4%	6.2%
537	Acer Inc	952	3.8%	5.5%

**13. Online Retail Bestbuy - 2W Delta (2022-05-16, 13 weeks YoY) (Part 1)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Rating</b>	<b>Rating 13W Growth YoY</b>	<b>2W Change (13W YoY)</b>
328	Yamaha Corp	2246	13.7%	7.0%
362	Casio Computer Co Ltd	708	39.4%	5.8%

**14. Job Listings - 2W Delta (2022-05-16, 13weeks YoY) (Part 1)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Average number of jobs</b>	<b>Jobs 4W Growth YoY</b>	<b>2W Change (13W YoY)</b>
991	Safran SA	1715	100.0%	196%
1353	John Wood Group PLC	1424	100.0%	114%
818	Principal Financial Group Inc	590	100.0%	107%
205	Paychex Inc	1583	100.0%	91%
774	Qualcomm Inc	3098	85.5%	91%
817	Iron Mountain Inc	2942	100.0%	87%
690	Eversource Energy	711	85.5%	82%
772	People's United Financial Inc	1365	100.0%	79%
810	Lockheed Martin Corp	6370	88.7%	78%
907	Church & Dwight Co Inc	246	66.8%	76%
699	Parker-Hannifin Corp	1593	72.4%	74%
822	Skyworks Solutions Inc	487	81.4%	73%
613	Clorox Co	384	100.0%	73%
169	Lululemon Athletica Inc	2126	73.8%	71%
114	GameStop Corp	3328	63.1%	70%
658	Ingersoll-Rand PLC	349	49.8%	67%
639	Gartner Inc	1758	42.3%	66%
556	General Electric Co	7369	100.0%	65%
206	PayPal Holdings Inc	2332	35.1%	63%
161	Kering SA	745	67.1%	63%
747	Comcast Corp	3793	93.0%	63%
572	Cisco Systems Inc	5133	48.9%	63%
144	Husqvarna AB	297	100.0%	62%
174	Marriott International Inc	3382	10.1%	61%
16	Amazon.com Inc	96547	94.0%	60%
686	Twenty-First Century Fox Inc	653	53.2%	58%
973	Airbus SE	2567	100.0%	58%
815	DXC Technology Co	3410	94.8%	56%
1354	Elektro AB (publ)	274	33.9%	55%
1415	Cobham PLC	205	27.9%	55%

15. Employee Company Ratings - 2W Delta (2022-05-16, 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
441	Bandai Namco Holdings Inc	227	3.8%	9.3%	-1.0%	0.0%	Outlook
1175	Intertek Group PLC	1897	2.4%	0.4%	2.4%	8.2%	CEO Rating
165	Leon's Furniture Ltd	349	0.8%	2.0%	1.6%	6.8%	CEO Rating
1570	ABIOMED Inc	265	0.8%	1.2%	0.0%	6.4%	CEO Rating
1526	W R Berkley Corp	215	2.4%	2.0%	2.8%	6.2%	CEO Rating
695	Omnicom Group Inc	223	1.6%	5.8%	2.0%	5.8%	Outlook
446	PostNL NV	352	0.4%	3.6%	1.6%	5.4%	CEO Rating
230	SRP Groupe SA	320	0.8%	5.2%	-0.8%	0.2%	Outlook
1453	Loomis AB	902	0.0%	-0.4%	0.8%	5.2%	CEO Rating
933	Mallinckrodt Plc	460	-2.4%	-2.2%	-1.2%	5.2%	CEO Rating