

ASTUTEX TRENDSPOTTING

February 20, 2023

!!! IMPORTANT NOTICE !!!

Treat this report as an inspiration tool for idea generation, do not rely solely on this data, always double check with other sources, Google Trends constantly changes data series backwards, SimilarWeb data is different from Alexa etc. The more sources you use to validate your thesis – the better.

How to read this report?

To track the momentum in brand/product popularity we calculate the 2-week change in 13-week (basically 1 quarter) Year-over-Year growth for every data source (Google Trends, website traffic, AppStore rankings etc):

1. Google Trends USA – based on Rising Topics and Queries for the last 30 days, it is important to differentiate between trending company (retail investor hype) and trending product (something much more important)
2. Google Trends World – based on Astutex company universe with pre-selected keywords for each company
3. Google Trends Industries World – based on general topics without specific brands
4. Google Trends Industries USA – based on general topics without specific brands
5. Website Traffic - based on Astutex company universe website traffic (unique company website visitors growth YoY), pay attention to average unique visitors number and online revenue relevance to overall business (Alexa data)
6. Wikipedia - based on Astutex company universe relevant page views
7. Wikipedia Pages – based on other topics trending on Wikipedia
8. Instagram - based on Astutex company universe Instagram page follower and engagement (likes, comments, video views) growth
9. AppStore USA - based on Astutex company universe relevant app rankings (SensorTower)
10. AppStore Publishers USA – based on app rankings aggregated on a publisher level without a link to a specific company
11. Online Retail Amazon – based on the number of company products in Amazon Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
12. Online Retail Walmart – based on the number of company products in Walmart Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
13. Online Retail BestBuy – based on the number of company products in BestBuy Bestsellers, #1 – getting 100, #2 – 99 etc and then all ratings summed up across categories (higher rating – higher relevance)
14. Job Listings - based on Astutex company universe online job listings, aggregated from several data sources (Glassdoor, Indeed, LinkedIn)
15. Employee Company Ratings - we calculate the 2-week change in 4-week Quarter-over-Quarter growth base on Astutex company universe, aggregated from several data sources (Glassdoor, Indeed)

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

Company Name	Type	Pop. growth	Growth change	Related topics
GPT Group	Real estate investment trust company	48000.0	17900.0	topics: Stock;ASX:GPT; GUID Partition Table queries: gpt chat; chatgpt stock;chat gpt login; chat.openai.com login
Drogarias Pacheco S.A.	Company	2100.0	1085.7	topics: Kansas City;Andy Reid; Kenneth Gainwell queries: isiah pacheco; chiefs;pacheco chiefs;jason kelce
Fox Networks Group	Television company	161.5	80.0	topics: Super Bowl;Bowl game; Television channel; FOX SPORTS Australia Pty Limited queries; super bowl channel; what channel is the super bowl on
Oklahoma City Ballet	Company	86.1	50.6	topics: Summer; Oklahoma City queries: oklahoma city bal
Pittsburgh Water and Sewer Authority	Water industry company	78.9	45.1	topics: Water;Boil-water advisory; Pennsylvania queries: pwsa boil water ad
Norfolk Southern	Company	41.4	44.4	topics: Ohio;Train;Derailment; Acrylate queries: norfolk southern ohio; ohio;norfolk southern train;vinyl chloride
Norfolk Southern Railway	Transport company	43.7	43.2	topics: Derailment;Ohio;Train; Cargo queries: norfolk southern derailme; ohio;ohio norfolk southern; norfolk southern railroad ohio
C3.ai	Software company	8.7	41.0	topics: Artificial intelligence;Price; Alphabet Inc.;NYSE:PLTR queries: c3 ai; c3 ai stock;ai stock;microsoft stock
eChalk	Software company in New York City,	344.2	38.9	queries: echalk;tetris unblocked; echalk tetris
China Airlines	Airline	220.0	35.3	topics: China Airlines;Check-in;Seat; Beijing queries: china airlines;■■ ■■; china air;skyscanner
Fox	Media company	65.1	31.7	topics: Super Bowl;Bowl game;Watch; Eagles–Giants rivalry queries: fox chann; super bowl;super bowl fox;super bowl live
BYD Auto	Automotive manufacturer	20.4	29.5	topics: BYD;Car;Electric vehicle; BYD Tang queries: byd car;byd stock;tesla; byd seagull

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

Company Name	Type	Pop. growth	Growth change	Related topics
BYD Company	Conglomerate company	13.9	26.9	topics: /g/11bbrg2cvvg;Car;BYD; Polestar queries: byd car; byd electric car;tesla;charlie munger
Trenitalia	Train transport company	78.2	22.2	topics: Map;Flight;Salerno; Google Flights queries: trenitalia train; trenitalia trains;google maps
Aegean Airlines	Airline	59.1	21.4	topics: Flight;Athens;British Airways; Cephalonia queries: aegean airlines; aegean air;google flights
enjoy	Skateboarding company	0.6	19.3	topics: Skateboard; Brand queries: enjoy skateboards
Tubi	Media company	52.0	14.9	topics: Television advertisement; The Assistant; Advertising queries: tubi commercial; tubi free;super bowl tubi commercial; the tubi commercial
Breeze Airways	Airline	115.1	12.0	topics: Airline;Canton;KAYAK; Rhode Island T.F. Green International Ai; breeze airlines;breeze airways flights; breeze airways route map
The Gatorade Company	Beverage company	35.7	11.7	topics: Color;Super Bowl;Bowl game; Odds queries: gatorade color; gatorade super bowl; super bowl gatorade color; what color was the gatorade super bowl 2
Seek Limited	Company	86.7	8.4	topics: Chapters and verses of the Bible; Dustin Diamond; Crucifix queries: seek doors;doors; doors roblox seek;dupe doors
Checkers	Retail company	19.0	7.7	topics: Chess;Checkers;Patience; Church's Texas Chicken queries: chess; checkers game;checkers online;google snake
NetSuite	Enterprise software company	38.0	7.0	topics: Downtime;Sales order;Report; Configure, price and quote queries: orac; netsuite outage;netsuite down; netsuite outage map
Eurostar	Railway company	121.9	6.5	topics: Hotel;Paris;London; Fee queries: eurostar train london to pa; london to paris train; london to paris eurostar

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

Company Name	Type	Pop. growth	Growth change	Related topics
Sage Intacct, Inc.	Software company	32.0	6.3	topics: Invoice;NetSuite; Accounts payable queries: sage; sage intacct;sage intacct login
Getty Images	Media company	20.3	6.0	topics: Kylie Jenner;Grammy Awards; Museum queries: getty images kylie jenne; gety;shutterstock
Tata Motors	Automotive manufacturer	26.5	5.8	topics: Rapping;Tata Group;Drill music; /m/0clbb43 queries: jenn carter; tata rapper;kyle richh
Trinity Health	Health company	73.5	3.3	topics: Michigan;Trinity Health MyChart; Medicine; Hartford queries: trinity health mychart; mychart;trinity health; trinity health corporation
QuillBot, Inc.	Software company	206.8	-0.8	topics: Online chat; Artificial intelligence; GUID Partition Table queries: chatgpt; quillbot ai;chat gpt;gpt zero
GitHub	IT service management company	53.8	-2.5	topics: GitHub Actions;GitHub Copilot; Cloning queries: download github;copilot; copilot github;ubg365.github.io unblocked

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1337	Castellum AB	2023-02-20	53%	52%
382	Lawson Inc	2023-02-20	53%	28%
1304	Phoenix Group Holdings	2023-02-20	23%	27%
1159	Informa PLC	2023-02-20	96%	25%
1287	Swiss Prime Site AG	2023-02-20	26%	25%
1142	Ashtead Group PLC	2023-02-20	-12%	18%
1442	Software AG	2023-02-20	10%	18%
166	LivePerson Inc	2023-02-20	24%	14%
1330	Nemetschek SE	2023-02-20	18%	14%
217	Rapid7 Inc	2023-02-20	29%	14%
978	ASML Holding NV	2023-02-20	1%	12%
924	Zoetis Inc	2023-02-20	0%	10%
1068	Adyen NV	2023-02-20	11%	9%
1216	Mapfre SA	2023-02-20	2%	7%
1387	IMCD NV	2023-02-20	31%	7%
1309	Prysmian SpA	2023-02-20	-7%	7%
1237	William Demant Holding A/S	2023-02-20	5%	6%
1429	Quilter PLC	2023-02-20	-1%	6%
1408	Rexel SA	2023-02-20	2%	4%
1049	Sampo Oyj	2023-02-20	2%	4%
1016	Anglo American PLC	2023-02-20	-6%	3%
968	Siemens AG	2023-02-20	-6%	3%
142	HubSpot Inc	2023-02-20	57%	2%
1004	Relx PLC	2023-02-20	0%	2%
1163	Gecina SA	2023-02-20	-11%	2%
1054	Thales SA	2023-02-20	9%	2%
1039	Assicurazioni Generali SpA	2023-02-20	-3%	2%

3. Google Trends Industries World - 2W Delta (2023-02-20, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Lipstick	-9.9%	4.9%	topics: Color;Lips;Estée Lauder queries: lipstick
hiking apparel	-9.4%	3.7%	topics: Hiking;Clothing;Maternity clothing;Top; Outdoor recreation queries: hiking clothes;hiking outfit; trekking outfit female;ropa de senderismo
Self storage	-18.0%	2.8%	topics: Lancaster;Stockton queries: storage; self storage lancaster ca;storage lancaster ca; storage units in lancaster;storage units in lancaster ca
Xbox	-4.5%	1.9%	topics: Xbox One;Xbox Series X and Series S;Xbox;High fidelity; GoldenEye 007;Hogwarts Legacy queries: xbox;hogwarts legacy pc; goldeneye xbox;hi fi rush;hifi rush;xbox developer direct
Digital camera	6.8%	1.8%	topics: Camera queries: digital;camera;camera digital; digicam p05;digicam price;primeiro celular dual chip
Car Rental	-5.0%	1.7%	topics: Car;Rent queries: rental;rental car
Coat	-2.9%	1.6%	topics: Woman;Jacket;Man queries: coat;■■ ■■■■; marjorie taylor greene fur coat
Vehicle Insurance	0.5%	1.5%	topics: Insurance queries: insurance;car insurance
Health Insurance	2.0%	1.4%	topics: Insurance;Health;Reform;1095 queries: insurance; health insurance;■■ ■■;■■ ■■ ■■;■■ ■■
Weight loss	1.7%	1.4%	topics: Diet;Eating;Calorie;Savoir maigrir queries: weight loss; plan alimentaire perte de poids savoirmaigrir.fr; perdre du poids rapidement savoirmaigrir.fr; maigrir sans sport savoirmaigrir.fr
Airline ticket	25.7%	1.3%	topics: Ticket;Airplane queries: uçak bileti; hong kong airline tickets

3. Google Trends Industries World - 2W Delta (2023-02-20, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Boots	-4.1%	1.2%	topics: topics: Woman;Shoes;Astro Boyqueries: boots;mschf boots;mschf;mschf big red boots queries: queries: boots;mschf big red boots
Lingerie	-13.9%	1.2%	topics: Underwear queries: lingerie;lingerie saint valentin;hollander lingerie;valentines day lingere
Athleisure	-0.6%	1.1%	topics: Clothing;Crossword;Montana;Vuori queries: athleisure;athleisure company in hawaii;athleisure company based in hawaii crossword;luxury watchmaker based in washington
News	-14.0%	1.1%	topics: BBC News;Ukraine queries: news;■■■■■■■■ ■■■■■■■■;■■■■■■■■ ■■■■■■■■;adani news today
Outlet store	-1.2%	1.0%	topics: Coach;Mango;Tapestry queries: outlet
Personal care	12.4%	1.0%	topics: Bag;Toiletry bag;Rare Beauty;Edgewell Personal Care queries: toiletries;toiletry;toiletry bag;rare beauty toiletry bag;kids toiletry bag;goyard toiletry bag
Foodservice	-0.2%	1.0%	topics: Food;Service queries: food service;■■;■■ ■■■ ■■■■■;■■ ■■;■■■ ■■■■
Flooring	-17.5%	0.9%	topics: Polyvinyl chloride;Floor;Wood flooring queries: flooring
Jewellery	-4.5%	0.9%	topics: Gold;Jewellery store queries: jewelry;jewellery;jerusalem jewelry 21k;lynn ban jewelry;madz jewelry
Dating	0.1%	0.8%	topics: Mobile app;Online dating service;Online dating application;Jeffree Star;Sidharth Malhotra;Kiara Advani queries: dating;novia;who is jeffree star dating;eden polani;■■ ■■ ■■
Variety store	-14.6%	0.8%	topics: Dollar Tree;Cosmetology;Basket;Sermon queries: dollar store

3. Google Trends Industries World - 2W Delta (2023-02-20, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Sports betting	10.3%	0.7%	topics: topics: Sports;bet;National anthem;Anthem; Super Bowlqueries: betting;super bowl prop bets 2023; super bowl bets 2023; super bowl prop bets 2023 pdf queries: queries: betting; super bowl prop bets 2023 pdf
House	-8.2%	0.7%	topics: Sales;Rent;Bachelor of Arts queries: house;casa; phim nhà bà n;nhà bà n;xem phim nhà bà n
Clothes dryer	-0.6%	0.7%	topics: Washing machine;Hair dryer; Combo washer dryer queries: dryer;b hành máy s y lg t i nhà; máy s y qu n áo electrolux; 02w b hành máy s y lg s a máy s y lg s a ch a máy s y lg t; xk b hành máy s y lg s a máy s y lg s a ch a máy s y lg t; t b hành máy s y lg s a máy s y lg s a ch a máy s y lg t

4. Google Trends Industries USA - 2W Delta (2023-02-20, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Business	12.8%	15.7%	topics: Self-employment;Management; Sole proprietorship queries: empresa;empresas;entreprise
hiking apparel	-4.4%	9.6%	topics: Hiking;Clothing;Maternity clothing;Top; Outdoor recreation queries: hiking clothes;hiking outfit; trekking outfit female;ropa de senderismo
Lipstick	-28.4%	6.3%	topics: Color;Lips;Estée Lauder queries: lipstick
Vacation rental	-37.1%	5.6%	topics: Rent;Vacation queries: ferienwohnung; cabin rental agency
Digital camera	20.8%	5.5%	topics: Camera queries: digital;camera;camera digital; digicam p05;digicam price;primeiro celular dual chip
Quadcopter	-6.7%	4.6%	topics: Multirotor;Unmanned aerial vehicle;Isfahan;Ozon.ru; Robotics queries: ████████████████████;quadcopter;██████████████████
Laundry detergent	15.1%	4.4%	topics: Detergent;Laundry;Carcinogen;1,4-Dioxane; Ban queries: detergent;laundry;laundry detergent; new york laundry detergent ban;ny banned laundry detergent; new york banned laundry detergent
Car Rental	-17.0%	4.0%	topics: Car;Rent queries: rental;rental car
Enterprise Resource Planning	4.6%	4.0%	topics: System; Dr. A.P.J. Abdul Kalam Technical University queries: erp; erp ltjss;erp mfep gov dz
Vehicle Insurance	6.7%	3.6%	topics: Insurance queries: insurance;car insurance
Pharmaceutical industry	-11.9%	3.6%	topics: Pharmaceutical drug;Industry;Company queries: pharma; shree krishna pharmaceutical;sketchy pharm; shukra pharma share price

4. Google Trends Industries USA - 2W Delta (2023-02-20, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Hotel	-17.3%	3.5%	topics: topics: Resort;Booking.com; Spaqueries: hotel queries: queries: hotel
Athleisure	0.0%	3.4%	topics: Clothing;Crossword;Montana;Vuori queries: athleisure; athleisure company in hawaii; athleisure company based in hawaii crossword; luxury watchmaker based in washington
Self storage	-11.2%	3.4%	topics: Lancaster;Stockton queries: storage; self storage lancaster ca;storage lancaster ca; storage units in lancaster;storage units in lancaster ca
Xbox	-10.6%	3.4%	topics: Xbox One;Xbox Series X and Series S;Xbox;High fidelity; GoldenEye 007;Hogwarts Legacy queries: xbox;hogwarts legacy pc; goldeneye xbox;hi fi rush;hifi rush;xbox developer direct
Unmanned aerial vehicle	24.1%	3.4%	topics: DJI;Camera;Antler;Isfahan;Moulting queries: drone; iran iha sald;eagles drone show
Vacation	-14.0%	3.2%	topics: School;school holiday;February 7;February 6; Provinces of Turkey queries: vacances;vacation;urlaub; okullar ne zamana kadar tatil;6 ubat okullar tatil mi 2023; okullar tatil mi istanbul
Cosmetics	-1.1%	2.7%	topics: Makeup;Foundation;Face queries: makeup; dark arts cosmetic set;amuse makeup
Footwear	1.2%	2.5%	topics: Shoes;Fastener;Marathon queries: footwear; tipiche calzature laziali;some footwear fasteners; big name in footwear crossword clue
Sports betting	2.2%	2.4%	topics: Sports;bet;National anthem;Anthem; Super Bowl queries: betting;super bowl prop bets 2023; super bowl bets 2023;super bowl prop bets 2023 pdf
Camping	-7.5%	2.3%	topics: Campsite queries: camping; caravan and camping show adelaide;
Dating	-1.4%	2.3%	topics: Mobile app;Online dating service; Online dating application;Jeffree Star;Sidharth Malhotra; Kiara Advani queries: dating;novia;who is jeffree star dating; eden polani;

4. Google Trends Industries USA - 2W Delta (2023-02-20, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Jewelry design	-8.7%	2.3%	topics: topics: Jewellery;Design;Saumur;Syndicate; Academic disciplinequeries: jewellery;jewellery design;jewelry; rajasthani jewellery design; mehndi jewelry design queries: queries: jewellery; mehndi jewelry design
Online Banking	-19.3%	2.3%	topics: Bank queries: online banking;net banking
E-commerce	8.4%	2.2%	topics: Trade queries: ecommerce;commerce;e commerce; que es una comunidad virtual

6. Wikipedia - 2W Delta (2023-02-20, 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	8710	144.7%	89.8%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	22916	67.3%	23.9%
608	Hilton Worldwide Holdings Inc	en.wikipedia.org/wiki/Conrad_Hilton_Jr.	3782	8.0%	7.6%
175	McDonald's Corp	en.wikipedia.org/wiki/McDonald's	9986	13.9%	7.3%
196	Oriental Land Co Ltd	en.wikipedia.org/wiki/Jumpin'_Jellyfish	4633	78.0%	5.2%

7. Wikipedia Pages- 2W Delta (2023-02-20, 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	167674	333,877%	112,050%
		en.wikipedia.org/wiki/Hindenburg_Research	27214	5,316%	1,743%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/Yahoo!_Inc._(1995%E2%80%932017)	17643	1,997%	1,002%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_Appstore	8486	362%	316%
63	Chipotle Mexican Grill Inc	en.wikipedia.org/wiki/Chipotle_Mexican_Grill	10452	118%	87%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_Alexa	13345	66%	53%
		en.wikipedia.org/wiki/Big_Mac_Index	40124	263%	50%
		en.wikipedia.org/wiki/Hybe_Corporation	30216	65%	45%
		en.wikipedia.org/wiki/Erin_Brockovich	78804	81%	40%
		en.wikipedia.org/wiki/BYD_Auto	19097	169%	28%
189	Nike Inc	en.wikipedia.org/wiki/Air_Jordan	32134	33%	22%
978	ASML Holding NV	en.wikipedia.org/wiki/ASML_Holding	15296	67%	21%
196	Oriental Land Co Ltd	en.wikipedia.org/wiki/Splash_Mountain	8289	436%	20%
		en.wikipedia.org/wiki/Air_India	75353	-8%	16%
		en.wikipedia.org/wiki/Conrad_Hilton	17731	-8%	15%
		en.wikipedia.org/wiki/Erin_Brockovich_(film)	28433	32%	15%
556	General Electric Co	en.wikipedia.org/wiki/General_Electric	18063	19%	15%
		en.wikipedia.org/wiki/Flipkart	114646	73%	14%
		en.wikipedia.org/wiki/HDFC_Bank	55951	60%	14%
		en.wikipedia.org/wiki/Naughty_Dog	26416	97%	13%
		en.wikipedia.org/wiki/IndiGo	41233	15%	12%
305	Restaurant Brands Internationa	en.wikipedia.org/wiki/Tim_Hortons	30288	28%	12%
175	McDonald's Corp	en.wikipedia.org/wiki/McDonald's	87567	11%	9%
		en.wikipedia.org/wiki/Subway_(restaurant)	22267	14%	7%
973	Airbus SE	en.wikipedia.org/wiki/Airbus	49591	35%	7%
		en.wikipedia.org/wiki/Karl_Lagerfeld	18496	3%	6%
		en.wikipedia.org/wiki/MakeMyTrip	13255	12%	6%
417	Unilever PLC	en.wikipedia.org/wiki/Marmite	14077	13%	6%
110	Ford Motor Co	en.wikipedia.org/wiki/Ford_v_Ferrari	36025	54%	6%
		en.wikipedia.org/wiki/Monster_Hunter	15643	39%	5%
		en.wikipedia.org/wiki/Rick_Owens	16059	74%	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 (2023-02-18, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
574	Microsoft Corp	Intune Company Portal; Minecraft Education; LinkedIn Learning	279	11.8%	22.1%
206	PayPal Holdings Inc	PayPal Business	273	8.3%	21.9%
747	Comcast Corp	Universal Orlando Resort™; Universal Studios Hollywood™	246	1.0%	6.9%
934	News Corp	Realtor.com Real Estate	243	16.9%	4.4%
331	United Parcel Service Inc	UPS Mobile	230	20.0%	4.3%
460	Toyota Motor Corp	Toyota	228	22.6%	4.3%
443	FedEx Corp	FedEx Mobile	236	15.5%	4.2%
205	Paychex Inc	Paychex Flex	243	15.2%	4.1%
120	General Motors Co	myChevrolet	251	18.5%	3.7%
434	Carmax Inc	CarMax: Used Cars for Sale	262	14.6%	3.6%
349	Honda Motor Co Ltd	HondaLink	317	9.4%	2.2%
779	Staples Inc	Staples Connect	251	42.5%	1.2%

10. AppStore Publishers USA - 2W Delta (2023-02-18, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
16	Amazon.com Inc	Amazon Shopping; Amazon Prime Video; Ring - Always Home	16	16.5%	3.4%

11. Online Retail Amazon - 2W Delta (2023-02-20, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
427	Lenovo Group Ltd	1553	26.7%	14.8%
56	Carter's Inc	6812	29.8%	14.4%
526	General Mills Inc	847	-5.9%	13.0%
189	Nike Inc	2200	58.7%	11.3%
502	Ubisoft Entertainment SA	917	-0.4%	11.2%
441	Bandai Namco Holdings Inc	441	9.4%	11.1%
426	Seiko Epson Corp	1576	14.5%	10.9%
66	Tapestry Inc	496	61.0%	10.6%
906	Western Digital Corp	352	-33.6%	8.0%
416	Beiersdorf AG	736	-22.6%	7.5%
152	iRobot Corp	1257	-1.5%	6.4%
364	Pioneer Corp	540	6.9%	5.2%
947	LVMH	346	62.4%	5.1%
290	Wolverine World Wide Inc	1732	-19.2%	4.9%
268	Under Armour Inc	3788	3.9%	4.8%
537	Acer Inc	942	-17.9%	4.6%
251	Texas Roadhouse Inc	334	12.5%	4.3%
456	Hankook Tire Co Ltd	639	-12.3%	4.2%
16	Amazon.com Inc	36041	70.5%	3.9%
171	Luxottica Group SpA	2602	12.9%	3.7%
127	SEB SA	2126	-12.1%	3.7%
540	Logitech International SA	3799	51.8%	3.5%
274	VF Corp	8415	1.2%	3.2%

12. Online Retail Walmart - 2W Delta (2023-02-20, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
71	Crocs Inc	1728	795.3%	204.3%
6	Guess? Inc	278	195.7%	75.0%
56	Carter's Inc	623	10.9%	17.8%
958	Funko Inc	382	85.4%	16.9%
240	Steven Madden Ltd	457	81.3%	16.7%
537	Acer Inc	1028	42.4%	11.7%
418	Shiseido Co Ltd	347	3.3%	11.5%
427	Lenovo Group Ltd	1107	-8.4%	10.3%
2	Mattel Inc	7891	40.3%	7.6%
250	Tempur Sealy International Inc	331	99.4%	7.1%
363	Sony Corp	2067	22.7%	6.8%

13. Online Retail Bestbuy - 2W Delta (2023-02-20, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
903	Seagate Technology PLC	4055	67.7%	18.8%
116	Garmin Ltd	2439	118.2%	8.1%
906	Western Digital Corp	5007	-10.0%	7.7%
505	Activision Blizzard Inc	408	-16.7%	7.5%
79	De Longhi SpA	3976	0.3%	7.2%
537	Acer Inc	856	77.6%	6.7%
152	iRobot Corp	999	19.4%	6.6%
959	Turtle Beach	1816	8.0%	5.3%
391	Electronic Arts Inc	5023	-5.3%	4.4%
502	Ubisoft Entertainment SA	1339	17.8%	4.4%

14. Job Listings - 2W Delta (2023-02-20, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
621	Cummins Inc	1254	32.0%	76%
918	Crown Castle International Cor	539	53.3%	47%
639	Gartner Inc	1147	43.8%	43%
1164	Symrise AG	155	19.2%	41%
863	Anthem Inc	1830	-8.9%	38%
793	Chubb Ltd	1198	81.5%	37%
444	Bpost SA	345	4.9%	35%
979	Banco Santander SA	1633	1.0%	34%
1045	Vonovia SE	591	6.9%	33%
86	Dollar Tree Inc	7856	-1.0%	33%
1391	K&S AG	152	44.0%	32%
347	Renault SA	481	0.3%	31%
1380	Trelleborg AB	263	64.1%	29%
754	Time Warner Inc	1106	-2.9%	29%
925	Digital Realty Trust Inc	136	-4.4%	29%
1119	RWE AG	336	32.7%	29%
227	SeaWorld Entertainment Inc	281	-19.7%	28%
1009	Orange SA	477	29.7%	28%
380	Tesco PLC	2132	-9.3%	27%
916	Alexion Pharmaceuticals Inc	687	43.1%	26%
1521	IDEX Corp	409	26.5%	25%
160	Kate Spade	402	-5.1%	23%
1539	Domino's Pizza Inc	28930	32.3%	23%
1237	William Demant Holding A/S	196	-30.5%	23%
247	Technogym SpA	135	17.2%	22%
760	Flowserve Corp	836	-9.5%	22%
491	Kesko Oyj	428	-28.1%	20%
701	Exelon Corp	557	-20.1%	20%
974	British American Tobacco PLC	455	-7.6%	19%
370	Global Payments Inc	772	-11.8%	19%

15. Employee Company Ratings - 2W Delta (2023-02-20, 4 weeks QoQ) (Part 1)

AstutexID	Company Name	Total reviews	Rating Gr.chg.	Outlook Gr.chg.	Mgmt Gr.chg	CEO Rating Gr.chg	Growing indicator
506	TUI AG	1661	8.8%	34.2%	15.2%	0.0%	Outlook
1063	Schindler Holding AG	1997	-0.5%	12.4%	0.0%	0.0%	Outlook
186	Mulberry Group PLC	244	0.8%	7.6%	0.0%	0.0%	Outlook
1315	Banco de Sabadell SA	464	1.0%	5.6%	-0.2%	0.0%	Outlook
742	WEC Energy Group Inc	387	-0.4%	5.6%	-0.8%	0.0%	Outlook
1010	Banco Bilbao Vizcaya Argentari	6769	2.9%		5.1%	0.0%	Management