

ASTUTEX TRENDSPOTTING

October 31, 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
Unilever	Company	43.7	52.6	topics: Dry shampoo;Unilever;Shampoo; Product recall; Batiste queries: shampoo recall; dry shampoo recall
Brooks Sports	Sports equipment company	28.0	15.0	topics: Parade;Dick's Sporting Goods; Zappos
Coterie Inc.	Company	181.5	12.9	topics: Diaper
Adidas	Design company	14.1	10.4	topics: Donda;Tracksuit;Shoes;Sneakers; Nike queries: basketball shoes; donda sports;kanye west news;sweat suit; orange tracksuit
Bank Rakyat Indonesia	Microfinance company	151.6	9.7	topics: Sky;Skiing
Saxenda	Drug brand	83.4	8.1	topics: Weight loss;Semaglutide; Diabetes medication
Canva	Graphic design company	186.1	7.3	topics: Adobe;Shopify;Spring
Red Bull GmbH	Drink company	41.8	3.5	topics: Energy drink;Budget; Cellucor Inc.
Balenciaga	Fashion company	51.9	3.4	topics: Shoes;Donda;Fashion; High-heeled shoe;Gucci
UnitedHealth Group	Insurance company	17.9	2.1	topics: Point of sale;Career;Insurance; UnitedHealthcare Inc; Humana queries: marketplace healthcare
Vaseline	Drug brand	35.6	1.3	topics: Toothpaste;Dove;Aquaphor
Aetna	Managed care company	12.4	1.1	topics: CVS Health;CVS Pharmacy; UnitedHealthcare Inc;Health insurance; Humana
UKG	Company	81.3	1.1	topics: Payroll
Bluebeam Software	Software company	34.7	0.8	topics: Markup
Atlassian	Software company	75.5	0.3	topics: Zendesk

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1375	Imerys SA	2022-10-31	60%	63%
316	Korean Air Lines Co Ltd	2022-10-31	179%	48%
1172	Aegon NV	2022-10-31	86%	46%
1150	Ems Chemie Holding AG	2022-10-31	24%	30%
1306	ASR Nederland NV	2022-10-31	12%	16%
714	Schlumberger NV	2022-10-31	21%	14%
826	American Tower Corp	2022-10-31	5%	11%
1321	Rockwool International A/S	2022-10-31	9%	11%
1445	ASM International NV	2022-10-31	-43%	10%
1405	Interpump Group SpA	2022-10-31	26%	8%
1345	Hera SpA	2022-10-31	70%	8%
823	National Oilwell Varco Inc	2022-10-31	13%	7%
1458	Aurubis AG	2022-10-31	7%	6%
414	Mondelez International Inc	2022-10-31	23%	6%
1411	Valmet Oyj	2022-10-31	6%	5%
1117	Groep Brussel Lambert NV	2022-10-31	23%	4%
733	UnitedHealth Group Inc	2022-10-31	17%	4%
1250	LEG Immobilien AG	2022-10-31	-4%	3%
1330	Nemetschek SE	2022-10-31	15%	3%
1141	Terna Rete Elettrica Nazionale	2022-10-31	2%	2%
1339	Hikma Pharmaceuticals PLC	2022-10-31	38%	2%
1159	Informa PLC	2022-10-31	41%	2%

3. Google Trends Industries World - 2W Delta (2022-10-31, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Unmanned aerial vehicle	28.9%	7.9%	topics: DJI;Kamikaze;Ram tank;Couscoussier; Wrigley Field queries: drone;ram 2 uav;blink drone show; mark hamill drones
Stock market	8.6%	3.4%	topics: Market;Stock;October 10;Columbus Day; Christopher Columbus queries: stock;stock market; are markets open on columbus day;columbus day stock market; is the stock market open monday
Watch	10.9%	2.9%	topics: Apple Watch;Debate; 2020 United States presidential debates queries: watch; where to watch bleach tybw;where to watch chainsaw man usa; big boss 16 watch online
Watches	10.9%	2.9%	topics: Apple Watch;Debate; 2020 United States presidential debates queries: watch; where to watch bleach tybw;where to watch chainsaw man usa; big boss 16 watch online
Social media	-7.3%	2.7%	topics: Media;Parler queries: social;social media;gas app; gas app social media; images that represent one on social media
3D Printing	14.3%	2.0%	topics: Printing;Three-dimensional space;Printer; Spooling queries: 3d;iip 3d printer;portable 3d printer; 3d printed switch glock
Smartwatch	20.9%	1.9%	topics: Watch;Oura Ring queries: watch;smart watch;smartwatch; straight talk;carbonox smart watch;skg smart watch
Clog	37.7%	1.8%	topics: Birkenstock queries: clogs;clog;birkenstock;echo clogs; crocs echo clog shoes;japanese clog crossword clue
Streaming Multimedia	8.7%	1.4%	topics: Livestreaming;Live television;Terrifier 2; 2020 United States presidential debates queries: streaming; stream;ufc 280 live stream;ufc 280 live stream free; darrell brooks live stream
Travel	-1.2%	1.4%	topics: Travel agency;Jalan;Rakuten Travel queries: travel; ■■ ■■ ■■ ■■;dragon ball new journey;■■ ■■ ■■■■
Travel (and transport)	-1.2%	1.4%	topics: Travel agency;Jalan;Rakuten Travel queries: travel; ■■ ■■ ■■ ■■;dragon ball new journey;■■ ■■ ■■■■

3. Google Trends Industries World - 2W Delta (2022-10-31, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Sports	-4.5%	1.4%	topics: topics: Sports;Bar;Sports betting;Dondaqueries: sports; bpa in sports bras;donda sports athletes; donda sports queries: queries: sports;donda sports
Video game console	-3.3%	1.4%	topics: Video game;PlayStation 5;Battle.net;Overwatch 2; Gotham Knights queries: console;gotham knights console; overwatch 2 console settings; mount and blade bannerlord console
Moisturizer	17.6%	1.2%	topics: Cream;Face queries: moisturizer; morphe tinted moisturizer;the ordinary skincare; kate somerville moisturizer
Musical Instrument	1.6%	1.2%	topics: Music;used;external queries: instrument;instruments; external body part musical instrument; external body part or musical instrument; internal body part or musical instrument
Computer security	26.1%	1.2%	topics: Security queries: cyber;cyber security;cybersecurity; home depot cybersecurity analyst;home depot hiring remote; kaspersky security cloud free
3D Computer graphics	16.6%	1.1%	topics: 3D modeling;model queries: 3d;pumpkin 3d model; 3d content central;3d model virgin mary
Video card	-1.0%	1.0%	topics: Nvidia;Personal computer;Graphics processing unit; HP Envy;Bit queries: graphics card;intel arc a770; 4070 graphics card;4090 graphics card size
Headphones	11.8%	0.9%	topics: Bluetooth;Headset; Beats Electronics queries: headphones;moon pods headphones
News	-9.0%	0.8%	topics: Ukraine;Breaking news;Yahoo! News; James Corden queries: news;james corden news;kanye west news; bubba wallace news
TV	-0.4%	0.8%	topics: Television;Samsung;Apple queries: tv; black friday tv deals 2022
Nutrition	4.8%	0.7%	topics: Nutrition facts label queries: nutrition; maju nutrition;brezinski nutritional solutions

3. Google Trends Industries World - 2W Delta (2022-10-31, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Magazine	0.0%	0.7%	topics: topics: People;Drawerqueries: magazine; the crime mag jeffery dahmer; the crime mag jeffrey polaroid pictures; the crime mag jeffrey dahmer autopsy queries: queries: magaz; the crime mag jeffrey dahmer autopsy
Gym	7.3%	0.7%	topics: Health club;Physical fitness queries: gym; tamaki gym fun;what is a sleeper build gym;globo gym costume
Game controller	9.9%	0.7%	topics: Xbox;PlayStation 4;Overwatch 2 queries: controller; best overwatch 2 controller settings;meta quest pro; how to charge oculus quest 2 controllers

4. Google Trends Industries USA - 2W Delta (2022-10-31, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Black Friday	-42.9%	7.1%	topics: 2022;Ulta Beauty queries: black friday; black friday furniture deals 2022; black friday exhortation crossword clue;black.friday 2022; target black friday ad 2022;pre black friday 2022
Stock market	15.1%	4.3%	topics: Market;Stock;October 10;Columbus Day; Christopher Columbus queries: stock;stock market; are markets open on columbus day;columbus day stock market; is the stock market open monday
Unmanned aerial vehicle	20.8%	4.2%	topics: DJI;Kamikaze;Ram tank;Couscoussier; Wrigley Field queries: drone;ram 2 uav;blink drone show; mark hamill drones
Clog	66.3%	3.5%	topics: Birkenstock queries: clogs;clog;birkenstock;echo clogs; crocs echo clog shoes;japanese clog crossword clue
Down jacket	28.6%	3.3%	topics: Jacket;Palm Angels queries: puffer;jacket;puffer jacket; moncler palm angels;moncler palm angels puffer; moncler palm angels puffer jacket
Coffeemaker	5.1%	3.0%	topics: Coffee queries: coffee;coffee maker; philips coffee machine 5400;imusa coffee maker; k-café® smart single serve coffee maker
Sports	-8.5%	2.9%	topics: Sports;Bar;Sports betting;Donda queries: sports; bpa in sports bras;donda sports athletes;donda sports
Video card	-10.9%	2.6%	topics: Nvidia;Personal computer;Graphics processing unit; HP Envy;Bit queries: graphics card;intel arc a770; 4070 graphics card;4090 graphics card size
Watch	10.3%	2.5%	topics: Apple Watch;Debate; 2020 United States presidential debates queries: watch; where to watch bleach tybw;where to watch chainsaw man usa; big boss 16 watch online
Watches	10.3%	2.5%	topics: Apple Watch;Debate; 2020 United States presidential debates queries: watch; where to watch bleach tybw;where to watch chainsaw man usa; big boss 16 watch online
Tax	-1.0%	2.0%	topics: Property;Income;Property tax queries: tax; tax refund ca gov;new tax brackets 2023;irs tax brackets 2023

4. Google Trends Industries USA - 2W Delta (2022-10-31, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Video game console	-6.0%	1.8%	topics: Video game;PlayStation 5;Battle.net;Overwatch 2; Gotham Knightsqueries: console;gotham knights console; overwatch 2 console settings; mount and blade bannerlord console queries: console; mount and blade bannerlord console
Non-alcoholic drink	28.8%	1.5%	topics: Drink;Beer;Low-alcohol beer;Bling Empire;SANS Institute; Appetizer queries: non alcoholic;sans; non alcoholic drinks shark tank; shark tank non alcoholic drink
Road	12.7%	1.5%	topics: Travel;Bicycle;Distance queries: road;road of naruto; chicago marathon road closures;all roads lead to no way home
Slipper	12.0%	1.2%	topics: UGG;Ugg boots;Grinch; American Eagle Outfitters queries: slippers;grinch slippers; american eagle grinch slippers;slippers go with crossword
Nutrition	7.5%	1.1%	topics: Nutrition facts label queries: nutrition; maju nutrition;brezinski nutritional solutions
Shampoo	3.8%	1.0%	topics: Hair;Dry shampoo;Hair conditioner;Unilever;Benzene; Product recall queries: shampoo;unilever recall; dove shampoo recall;unilever dry shampoo recall
Snow boot	-10.2%	1.0%	topics: Boot;Unisex;Koolaburra by UGG;Graphene queries: boots; winter boots;winter /mid-calf heating/ snow/ boots;fleet farm; best snow boots for kids
Car	-2.7%	0.9%	topics: Rent;Car rental;Used car queries: car; used cars in frederick md;used car dealers in frederick md; car dealerships in frederick md
Pharmaceutical drug	10.2%	0.8%	topics: Medicine;Drug queries: medication;medicine; als drug fda approval;nplate drug;anti radiation drugs
Payroll	8.2%	0.8%	topics: Tax;Payroll tax queries: payroll;phillies payroll; phillies payroll 2022;see through ny payroll
Diet	-0.4%	0.8%	topics: Ketogenic diet;Eating;Weight loss queries: diet; weekend cleansing diet for fall;mila kunis black swan diet; dana white diet

4. Google Trends Industries USA - 2W Delta (2022-10-31, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Weight loss	5.3%	0.7%	topics: topics: Diet;Semaglutide;Caloriequeries: weight loss; alec baldwin;riley burruss weight loss; diabetes drug ozempic weight loss queries: queries: weight l; diabetes drug ozempic weight loss
Lipstick	-48.8%	0.6%	topics: Estée Lauder;Lips;Color;Area code 916;KATE Lip Monster; Aveda feed my lips pure nourish-mint lipstick queries: lipst; ■■■ ■■■■■■;lipstik implora;■■■■■ ■■■■
Suitcase	17.8%	0.5%	topics: Baggage;Hand luggage;Travel;Emblem;World Dairy Expo; Shock queries: suitcase;small suitcases crossword; some small suitcases crossword; some small suitcases crossword clue

5. Website Traffic - 2W Delta (2022-10-29, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
198	On The Beach Group PLC	2.232538	233%	102%
354	Tsingtao Brewery Co Ltd	1.081222	170%	39%
497	Jeronimo Martins SGPS SA	1.782923	199%	38%
714	Schlumberger NV	6.844076	57%	35%
591	Archer Daniels Midland Co	1.140769	17%	23%
350	Mitsubishi Motors Corp	1.773461	36%	16%
788	Dentsply Sirona Inc	1.169615	-18%	14%
145	Illumina Inc	2.818769	49%	13%
727	Textron Inc	1.205076	115%	11%
484	Diageo PLC	1.001769	18%	11%
724	Sysco Corp	3.202307	38%	10%
73	Daikin Industries Ltd	3.523692	59%	9%
257	Tobii AB	1.863923	94%	9%
352	Ferrari NV	7.338461	60%	9%
469	Sapporo Holdings Ltd	1.843769	72%	9%
554	Exxon Mobil Corp	3.472923	22%	7%
372	Pernod Ricard SA	1.533153	35%	7%
418	Shiseido Co Ltd	5.626000	32%	6%
20	Apple Inc	2106.908153	53%	6%
864	CME Group Inc	13.669615	9%	5%
172	Maisons du Monde SA	10.413076	18%	5%
314	Ryanair Holdings PLC	62.082153	23%	5%
446	PostNL NV	16.446384	142%	5%

6. Wikipedia - 2W Delta (2022-10-31, 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	6086	97.6%	60.0%
1017	Koninklijke Philips NV	en.wikipedia.org/wiki/Philips	8653	39.5%	19.0%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	16301	23.4%	14.4%
14	Adidas AG	en.wikipedia.org/wiki/Adidas	9145	3.9%	13.8%
852	Goldman Sachs Group Inc	en.wikipedia.org/wiki/Goldman_Sachs	2657	6.6%	13.4%
162	Kroger Co	en.wikipedia.org/wiki/Kroger	4164	28.5%	11.6%
377	CVS Health Corp	en.wikipedia.org/wiki/CVS_Pharmacy	2665	23.3%	10.9%
747	Comcast Corp	en.wikipedia.org/wiki/Comcast	4350	8.7%	10.5%
887	Expedia Inc	en.wikipedia.org/wiki/Expedia	2447	8.9%	9.8%
390	Nintendo Co Ltd	en.wikipedia.org/wiki/Nintendo	6386	-0.1%	8.7%
325	Tencent	en.wikipedia.org/wiki/Tencent	4690	-8.9%	8.7%
851	eBay Inc	en.wikipedia.org/wiki/EBay	6556	-7.5%	8.6%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_murder	3002	29.0%	7.9%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Activision_Blizzard	64986	-11.1%	7.3%
670	Eli Lilly and Co	en.wikipedia.org/wiki/Eli_Lilly_and_Company	3819	15.6%	7.2%
189	Nike Inc	en.wikipedia.org/wiki/Nike_Air_Yeezy	13223	5.1%	6.7%
503	Konami Holdings Corp	en.wikipedia.org/wiki/Konami	7059	3.2%	6.6%
812	Capital One Financial Corp	en.wikipedia.org/wiki/College_Bowl	2889	19.9%	6.5%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2708	-30.5%	5.7%
114	GameStop Corp	en.wikipedia.org/wiki/GameStop	3349	-6.9%	5.6%
1056	ArcelorMittal SA	en.wikipedia.org/wiki/Lakshmi_Mittal	2602	1.1%	5.3%
194	NVIDIA Corp	en.wikipedia.org/wiki/Nvidia	4079	8.1%	5.3%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking_Holdings	5441	60.6%	5.1%
526	General Mills Inc	en.wikipedia.org/wiki/General_Mills	4164	1.8%	5.0%

7. Wikipedia Pages- 2W Delta (2022-10-31, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Red_Bull_GmbH	92539	89%	70%
		en.wikipedia.org/wiki/Spotify	198725	54%	50%
14	Adidas AG	en.wikipedia.org/wiki/Adidas	175625	30%	45%
		en.wikipedia.org/wiki/Red_Bull	129236	48%	43%
		en.wikipedia.org/wiki/UKG	26570	271%	38%
161	Kering SA	en.wikipedia.org/wiki/Balenciaga	39880	57%	25%
		en.wikipedia.org/wiki/ Cartoon_Network	56558	46%	23%
5	Puma SE	en.wikipedia.org/wiki/Puma_(brand)	28138	0%	13%
		en.wikipedia.org/wiki/Activision	25002	-20%	12%
		en.wikipedia.org/wiki/GitHub	31741	-6%	11%

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 (2022-10-29, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
1477	Twitter Inc	Twitter	43	42.7%	12.5%
859	Alphabet Inc	Google; YouTube: Watch, Listen, Stream; Google Maps	24	59.9%	12.4%
929	Facebook Inc	Instagram; WhatsApp Messenger	23	57.9%	12.1%
175	McDonald's Corp	McDonald's; McDonald's Offers and Delivery; McDonald's - Non-US	201	19.5%	8.6%
945	Shopify Inc	Shop: All your favorite brands	65	33.3%	8.3%
365	LG Electronics Inc	LG ThinQ	213	25.9%	8.3%
206	PayPal Holdings Inc	Venmo; PayPal - Send, Shop, Manage; PayPal Honey: Coupons, Rewards	116	30.4%	8.0%
110	Ford Motor Co	FordPass™	223	23.5%	7.8%
267	Ulta Beauty Inc	Ulta Beauty: Makeup & Skincare	231	14.2%	7.6%
947	LVMH	Sephora US: Makeup & Skincare	247	14.4%	7.0%
505	Activision Blizzard Inc	Call of Duty®: Mobile	88	16.0%	7.0%
15	American Eagle Outfitters Inc	AE + Aerie	267	6.0%	6.8%
238	Starbucks Corp	Starbucks	77	35.0%	6.8%
146	Industria de Diseno Textil SA	ZARA	250	12.0%	6.6%
83	DineEquity Inc	IHOP; Applebee's	260	9.5%	6.1%
98	Etsy Inc	Etsy: Custom & Creative Goods	74	42.0%	5.9%
812	Capital One Financial Corp	Capital One Mobile	82	39.0%	5.1%
80	Dennys Corp	Denny's	288	5.4%	4.9%
189	Nike Inc	Nike: Shoes, Apparel, Stories; Nike Run Club: Running Coach; Nike Training Club: Fitness	203	22.2%	4.9%
623	Target Corp	Target	79	34.6%	4.7%
547	JPMorgan Chase & Co	Chase Mobile®: Bank & Invest	91	27.7%	4.5%
305	Restaurant Brands International Inc	Tim Hortons	308	1.0%	4.4%
169	Lululemon Athletica Inc	lululemon	259	24.0%	4.2%
349	Honda Motor Co Ltd	HondaLink	297	11.1%	4.0%
296	Yelp Inc	Yelp: Food, Delivery & Reviews	111	13.7%	4.0%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club; Vudu - Movies & TV	191	18.3%	3.7%

9. AppStore USA - 2W Delta (2022-10-29, 13weeks YoY) (Part 2)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
348	Nissan Motor Co Ltd	NissanConnect® Services	349	8.2%	3.7%
611	Cigna Corp	myCigna	276	15.4%	3.4%
256	TJX Companies Inc	T.J.Maxx; Marshalls Official	329	3.0%	3.4%
11	Abercrombie & Fitch Co	Hollister Co.; Abercrombie & Fitch	307	7.4%	3.3%
87	DSW Inc	DSW Designer Shoe Warehouse	325	7.3%	3.3%
424	Samsung Electronics Co Ltd	Samsung Health	318	5.0%	2.9%
435	Autozone Inc	AutoZone - Auto Parts & Repair	291	13.6%	2.8%
129	Haier Electronics Group Co Ltd	SmartHQ	281	27.6%	2.0%
321	United Continental Holdings Inc	United Airlines	120	33.6%	1.9%
38	Boohoo.Com PLC	PrettyLittleThing; boohooMAN – Shop Men’s Fashion; boohoo-Fashion Shopping Online	339	1.7%	1.8%
120	General Motors Co	myChevrolet; myGMC	279	11.9%	1.7%
1417	Signify NV	Philips Hue	297	19.1%	1.6%
102	Express Inc	Express Scripts	305	17.3%	1.6%

10. AppStore Publishers USA - 2W Delta (2022-10-29, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
837	Yum! Brands Inc	Taco Bell Fast Food & Delivery; Pizza Hut - Delivery & Takeout	143	-2.9%	9.4%
	Dunkin' Donuts	Dunkin'	120	16.4%	7.7%
	FOX Sports Interactive	FOX Sports: Watch Live	74	0.0%	6.7%
	Fetch Rewards	Fetch Rewards	43	28.7%	6.2%
	EVOLLY.APP	TV Remote - Universal Control	127	7.5%	5.8%
321	United Continental Holdings Inc	United Airlines	113	31.5%	5.4%
851	eBay Inc	eBay Shop: Buy, Sell & Save	97	9.6%	3.9%
	ROADGET BUSINESS PTE. LTD.	SHEIN - Online Fashion	29	2.3%	3.9%
	Bytedance Pte. Ltd	CapCut - Video Editor	28	18.8%	3.5%
	Domino's Pizza LLC	Domino's Pizza USA	113	0.9%	3.3%
175	McDonald's Corp	McDonald's	16	13.8%	2.7%
	TextNow, Inc.	TextNow: Call + Text Unlimited	144	-26.2%	2.5%
	1661, Inc.	GOAT – Sneakers & Apparel	110	0.0%	2.4%
	Indeed Inc.	Indeed Job Search	107	6.3%	2.3%
	reddit	Reddit	38	8.7%	2.2%
320	Delta Air Lines Inc	Fly Delta	134	18.8%	2.0%
945	Shopify Inc	Shop: All your favorite brands	53	-2.0%	2.0%
432	American Airlines Group Inc	American Airlines	94	43.3%	1.9%
812	Capital One Financial Corp	Capital One Mobile	72	14.5%	1.8%
	Duolingo	Duolingo - Language Lessons	84	20.7%	1.7%
	Uber Technologies, Inc.	Uber - Request a ride; Uber Eats: Food Delivery	23	-1.1%	1.7%
	Zillow.com	Zillow Real Estate & Rentals	129	-6.6%	1.7%
	DoorDash, Inc.	DoorDash - Food Delivery; DoorDash - Dasher	25	-1.6%	1.6%

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

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
525	Campbell Soup Co	330	80.3%	44.3%
502	Ubisoft Entertainment SA	845	-0.4%	9.6%
505	Activision Blizzard Inc	1424	24.1%	8.7%
528	Kraft Heinz Co	1208	45.4%	6.8%
615	Colgate-Palmolive Co	1312	10.1%	5.8%
959	Turtle Beach	1575	-7.4%	5.7%
20	Apple Inc	616	-12.5%	5.5%
663	Kimberly-Clark Corp	384	-34.4%	4.5%
26	Avon Products Inc	844	10.9%	4.1%
426	Seiko Epson Corp	1344	6.4%	3.5%
906	Western Digital Corp	446	-30.5%	3.2%

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

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

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

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
132	Hasbro Inc	153	225.5%	101.5%
129	Haier Electronics Group Co Ltd	110	100.0%	33.9%
503	Konami Holdings Corp	126	173.9%	32.7%
116	Garmin Ltd	2376	161.4%	15.0%
477	Panasonic Corp	3149	5.7%	8.9%
122	GoPro Inc	530	8.6%	8.4%
957	Capcom	181	-43.6%	7.7%
16	Amazon.com Inc	2154	12.5%	7.1%
502	Ubisoft Entertainment SA	1116	22.2%	6.1%
540	Logitech International SA	5260	12.9%	5.8%
955	Take Two Interactive	2655	41.5%	5.7%
541	HP Inc	3375	-6.6%	3.5%

14. Job Listings - 2W Delta (2022-10-31, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
996	Prudential PLC	3405	100.0%	96%
817	Iron Mountain Inc	1069	38.3%	62%
1161	MTU Aero Engines AG	284	48.2%	57%
1505	Raytheon Technologies Corp	4025	-46.2%	53%
844	ANSYS Inc	678	52.2%	51%
199	Orpea SA	3411	17.6%	51%
372	Pernod Ricard SA	205	37.7%	49%
295	Xing SE	124	-10.1%	46%
1271	Kion Group AG	889	-3.4%	45%
580	HCA Healthcare Inc	10572	-13.3%	43%
625	Dominion Energy Inc	194	50.8%	42%
365	LG Electronics Inc	210	24.8%	42%
58	Cato Corp	170	-0.7%	42%
1530	Keysight Technologies Inc	618	32.4%	41%
977	Equinor ASA	311	15.8%	40%
1032	BT Group PLC	497	-5.2%	39%
1210	Commerzbank AG	954	58.4%	38%
976	Christian Dior SE	582	28.9%	38%
144	Husqvarna AB	206	51.5%	36%
1555	Live Nation Entertainment Inc	1795	59.4%	36%
1039	Assicurazioni Generali SpA	533	62.6%	35%
119	Gerry Weber International AG	189	11.5%	34%
1542	Cadence Design Systems Inc	1069	41.2%	30%
1241	Bank Polska Kasa Opieki SA	463	84.2%	30%
671	Charter Communications Inc	4595	23.9%	29%
1513	Dexcom Inc	205	-45.1%	29%
1155	Straumann Holding AG	794	100.0%	28%
1178	Sartorius AG	381	-23.5%	28%
92	Elior Group SA	753	73.6%	27%
1201	Pearson PLC	3394	23.5%	27%

15. Employee Company Ratings - 2W Delta (2022-10-31, 4 weeks QoQ) (Part 1)

AstutexID	Company Name	Total reviews	Rating Gr.chg.	Outlook Gr.chg.	Mgmt Gr.chg	CEO Rating Gr.chg	Growing indicator
1473	Metro Bank PLC	1371	-3.5%	20.0%	27.6%	0.0%	Management
1463	Spie SA	680	2.3%	2.0%	7.9%	0.0%	Management
540	Logitech International SA	950	1.2%	6.2%	4.4%	0.0%	Outlook
1063	Schindler Holding AG	1883	5.7%	1.8%	4.0%	0.0%	Rating
106	Fitbit Inc	4788	4.3%	-2.4%	5.1%	0.0%	Management
627	Cboe Global Markets Inc	224	2.1%	5.0%	1.7%	0.0%	Outlook