

ASTUTEX TRENDSPOTTING

February 14, 2022

!!! IMPORTANT NOTICE !!!

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

How to read this report?

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

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

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

Company Name	Type	Pop. growth	Growth change	Related topics
Techland	Video game company	714.29	587.02	topics: Dying Light 2
Hyundai Motor Group	Company	10.68	20.75	topics: Kia;Kia
Philippine Airlines	Airline	42.11	16.67	topics: Mango Tours; Provincial Airlines Ltd;PAL Airlines; Ninoy Aquino International Airport;Manila; Cebu City queries: pal airlines; philippine airlines ticket
H&R Block	Company	-0.57	14.99	topics: Advance payment;IRS e-file;Tax; Adjusted gross income;TurboTax; TaxSlayer queries: h&r block software; hr software;irs
House of CB	Fashion company	126.56	14.70	queries: houseofcb
TaxSlayer	Company	8.67	13.91	topics: Advance payment; Tax queries: taxslayer login; www.taxslayer.com login; taxslayer promo code;irs
Jackson Hewitt	Company	4.98	13.58	topics: Advance payment queries: irs
MSC Industrial Direct	Company	56.99	7.62	topics: MSC Cruises
Uline	Company	36.20	3.87	topics: Packaging and labeling
Athenahealth	Company	11.63	3.39	topics: Web portal
Blue Nile	Online retail company	7.20	3.07	topics: Jewellery
Kelley Blue Book	Company	21.64	1.12	topics: Value; Car dealership queries: vehicle value
Astra	Company	297.10	-64.44	topics: Austin Water;Cape Canaveral

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
126	Korian SA	2022-02-14	32%	57%
601	H & R Block Inc	2022-02-14	20%	46%
149	Intuit Inc	2022-02-14	4%	25%
205	Paychex Inc	2022-02-14	20%	14%
523	Meiji Holdings Co Ltd	2022-02-14	15%	13%
35	Blucora Inc	2022-02-14	-6%	12%
794	Hologic Inc	2022-02-14	22%	11%
430	Turk Hava Yollari AO	2022-02-14	52%	10%
816	Hartford Financial Services Gr	2022-02-14	31%	7%
646	W W Grainger Inc	2022-02-14	40%	6%
578	Honeywell International Inc	2022-02-14	24%	4%

3. Google Trends Industries World - 2W Delta (2022-02-14, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
News	-10.7%	3.3%	topics: Breaking news;Yahoo! News;Ukraine;Russo-Ukrainian War; Ukrainian language queries: news;tonga news; putin russia ukraine news;lata mangeshkar news
Xbox	-46.2%	3.3%	topics: Xbox One;Xbox Series X and Series S;Xbox; Blizzard Entertainment;Activision Blizzard; Activision queries: xbox;xbox buys activision; rainbow six extraction;is xbox live down
hiking apparel	-36.9%	2.7%	topics: Clothing;Hiking;Trousers; Hiking Pants queries: hiking clothes;hiking outfit
Sony PlayStation	-51.5%	2.5%	topics: PlayStation 5;PlayStation 4;Wrap; Bungie Inc queries: playstation; playstation plus games february 2022;playstation bungie; playstation plus february 2022;bungie
Financial services	-3.4%	2.2%	topics: Finance;Service;Consultant;Electronic bill payment; DLL Group queries: financial services;toyota financial; volvo car financial services
Airline	10.9%	1.8%	topics: Frontier;Flight;Frontier Airlines;5G; Mergers and acquisitions;Iceland queries: airlines; frontier airlines spirit airlines merger;5g network airlines; www.frontier airlines
Payroll	-15.7%	1.7%	topics: Tax;Payroll tax;Job description;Oasis Outsourcing; SurePayroll queries: payroll;oasis payroll
Airline ticket	-0.2%	1.6%	topics: Ticket;Airplane;Thailand;Belize; Qatar queries: plane tickets;uçak bileti;airline tickets; abay vé máy bay giá r■
Backpack	-8.4%	1.6%	topics: Bag;Handbag;Fanny pack queries: backpack; parent backpack;backpack for parents;bape backpack
Gym	-4.5%	1.5%	topics: Physical fitness;Fitness center;Home Gym queries: gym; tmpl gym;sarkeys fitness center;vasa fitness villa park
Black Friday	83.2%	1.3%	topics: Discounts and allowances;Cryptocurrency; Gaming computer;Apple AirPods queries: black friday; black friday crypto crash

3. Google Trends Industries World - 2W Delta (2022-02-14, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cruise	23.9%	1.3%	topics: Ship;Cruise ship;Warrant;Boil-water advisory; Arrest warrant queries: cruise ship;cruise ships seized; bahamas cruise ships seized; cruise ship arrest warrant queries: queries: cruise ship; cruise ship arrest warrant
Customer Relationship management	9.7%	1.2%	topics: 13 Scents Inc.;Management;Customer;Business Analyst; DealerSocket;Automation queries: crm;what is crm software; american airlines customer relations
Vacation rental	17.1%	1.1%	topics: Rent;Vacation;East Coast of the United States; Venice queries: ferienwohnung;vacation rentals; southern vacation rentals;gebze günlük kiralık ev; vacation rentals in destin florida
Travel	9.3%	1.1%	topics: Travel agency;Hawaii queries: travel; travel advisory indiana;indiana travel advisory; indiana travel map
Travel (and transport)	9.3%	1.1%	topics: Travel agency;Hawaii queries: travel; travel advisory indiana;indiana travel advisory; indiana travel map
Social media	-22.0%	1.0%	topics: Media;Communication;Citation; Opinion queries: social media
Computer security	-15.0%	1.0%	topics: Security;Bitdefender;Computing; Assessment queries: cyber security;cybersecurity
Sports betting	-5.8%	0.9%	topics: Sports;AFC–NFC Pro Bowl;Atlanta Hawks; Anthem queries: bets;sports betting;super bowl prop bets; prop bets super bowl 2022;superbowl prop bets
Playstation 4	-49.7%	0.7%	topics: Sony PlayStation 4;Dying Light 2; Borderlands 3 queries: ps4;ps4 2021 wrap up;sifu ps4; wwe 2k22 ps4
Jewelry design	-30.0%	0.7%	topics: Jewellery;Design;Gemstone;Mehndi; Chanel queries: jewellery design;jewelry design
Vehicle Insurance	-33.0%	0.7%	topics: Insurance;Lemonade;Grace period queries: insurance; car insurance;car inspection near me; can i get car insurance without a license

3. Google Trends Industries World - 2W Delta (2022-02-14, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Food delivery	-19.5%	0.7%	topics: topics: Food;Delivery;Caviar;Blue Apron; Online food ordering queries: food;food delivery; food delivery near me queries: queries: food; food delivery near me
Website	-17.0%	0.7%	topics: World Wide Web;Design;Google Sites; GOV.UK queries: website;government covid test website; website for free covid test;theknot wedding website
Nintendo Switch	-36.7%	0.7%	topics: Nintendo Switch;Nintendo;Chrono;Remaster; Steam Deck queries: nintendo;switch;nintendo switch; mlb the show 22 nintendo switch; kingdom hearts nintendo switch;wwe 2k22

4. Google Trends Industries USA - 2W Delta (2022-02-14, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cruise	54.4%	8.5%	topics: Ship;Cruise ship;Warrant;Boil-water advisory; Arrest warrant queries: cruise ship;cruise ships seized; bahamas cruise ships seized;cruise ship arrest warrant
News	-9.1%	4.9%	topics: Breaking news;Yahoo! News;Ukraine;Russo-Ukrainian War; Ukrainian language queries: news;tonga news; putin russia ukraine news;lata mangeshkar news
Sony PlayStation	-52.6%	4.5%	topics: PlayStation 5;PlayStation 4;Wrap; Bungie Inc queries: playstation; playstation plus games february 2022;playstation bungie; playstation plus february 2022;bungie
Xbox	-44.4%	4.0%	topics: Xbox One;Xbox Series X and Series S;Xbox; Blizzard Entertainment;Activision Blizzard; Activision queries: xbox;xbox buys activision; rainbow six extraction;is xbox live down
Workflow	28.7%	3.5%	topics: Management;Workflow management system;Diagram; Oracle Corporation; Computers and information technology queries: workflow manag; workflow;mahaonline farmer workflow
Social media	-28.4%	2.8%	topics: Media;Communication;Citation; Opinion queries: social media
Enterprise Resource Planning	2.3%	2.3%	topics: System;Software;Infor;Computer Application; Software as a service queries: erp;what does erp stand for
Payroll	-16.8%	1.7%	topics: Tax;Payroll tax;Job description;Oasis Outsourcing; SurePayroll queries: payroll;oasis payroll
Newspaper	-20.7%	1.0%	topics: Daily Mail queries: daily;kansas city newspaper; apple daily tw;northwest florida daily news
Foodservice	-15.9%	0.8%	topics: Food;Service;Food poisoning;Aramark; Résumé queries: food service
Jewelry design	-39.7%	0.6%	topics: Jewellery;Design;Gemstone;Mehndi; Chanel queries: jewellery design;jewelry design

4. Google Trends Industries USA - 2W Delta (2022-02-14, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Variety store	-4.4%	0.4%	topics: topics: Dollar Tree;Advertising;Valentine's Day; Ideaqueries: dollar store queries: queries: dollar store
Playstation 4	-48.1%	0.2%	topics: Sony PlayStation 4;Dying Light 2; Borderlands 3 queries: ps4;ps4 2021 wrap up;sifu ps4; wwe 2k22 ps4
Game controller	-32.5%	0.0%	topics: Xbox;PlayStation 4;Xbox Wireless Controller; Mobile game queries: controller
Health care	-13.1%	0.0%	topics: Health queries: healthcare; california universal healthcare;briggs healthcare; fox valley health care workers
Video games	-22.3%	0.0%	topics: Game;Bungie Inc;Activision queries: games; bungie games sony;microsoft activision blizzard games; activision blizzard games microsoft
Video game	-22.3%	0.0%	topics: Game;Bungie Inc;Activision queries: games; bungie games sony;microsoft activision blizzard games; activision blizzard games microsoft

5. Website Traffic - 2W Delta (2022-02-12, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
535	Whitbread PLC	5.111307	316%	126%
201	OVS SpA	1.839818	115%	77%
528	Kraft Heinz Co	1.156615	142%	35%
118	Geox SpA	2.494461	23%	24%
906	Western Digital Corp	14.242153	16%	22%
577	American International Group I	2.904769	6%	18%
416	Beiersdorf AG	1.423461	-7%	17%
352	Ferrari NV	5.471923	38%	16%
61	Cewe Stiftung & Co KGaA	2.568000	29%	15%
717	Snap-On Inc	1.704076	3%	14%
208	Piaggio & C SpA	1.655307	-12%	13%
431	Eva Airways Corp	2.528692	9%	12%
714	Schlumberger NV	4.391769	-3%	12%
73	Daikin Industries Ltd	2.159000	-6%	12%
225	Samsonite International SA	2.489692	48%	11%
105	FireEye Inc	2.892692	-46%	10%
290	Wolverine World Wide Inc	5.661615	24%	9%
804	Simon Property Group Inc	5.710230	16%	8%
351	Hyundai Motor Co	16.820846	-1%	8%
670	Eli Lilly and Co	1.551538	-9%	8%
258	TomTom NV	6.312076	7%	8%
930	United Rentals Inc	1.334461	9%	7%
350	Mitsubishi Motors Corp	1.618000	37%	7%
294	Wynn Resorts Ltd	3.133461	85%	7%
903	Seagate Technology PLC	11.855461	-19%	6%
834	C.H. Robinson Worldwide Inc	2.386384	-5%	6%
3	NCSOFT Corp	10.956833	2%	6%
752	Tyson Foods Inc	1.773000	15%	6%

6. Wikipedia - 2W Delta (2022-02-14, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
1169	Uniper SE	en.wikipedia.org/wiki/Nord_Stream	3079	176.5%	34.4%
161	Kering SA	en.wikipedia.org/wiki/Gucci	34658	208.4%	12.0%
934	News Corp	en.wikipedia.org/wiki/New_York_Post	10542	-22.9%	10.9%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/Ant_Group	16870	1.3%	10.6%
607	Advanced Micro Devices Inc	en.wikipedia.org/wiki/Advanced_Micro_Devices	2582	-23.0%	9.8%
441	Bandai Namco Holdings Inc	en.wikipedia.org/wiki/Bandai_Namco_Entertainment	2355	-4.3%	9.4%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Fox_News	11945	-24.1%	9.3%
1009	Orange SA	en.wikipedia.org/wiki/EE_Limited	4692	7.7%	8.4%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_Athletica	2405	-30.3%	8.0%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	3269	-16.3%	7.8%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2777	-34.4%	7.2%
351	Hyundai Motor Co	en.wikipedia.org/wiki/Hyundai_Motor_Company	3458	-13.5%	6.7%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	180557	27.1%	6.5%
443	FedEx Corp	en.wikipedia.org/wiki/FedEx_Express_Flight_80	4978	14.5%	6.2%
847	Cognizant Technology Solutions	en.wikipedia.org/wiki/Cognizant	2462	2.3%	6.1%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_3	28369	-17.8%	5.9%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft	13425	1.1%	5.8%
329	Sega Sammy Holdings Inc	en.wikipedia.org/wiki/Sega	4889	-8.2%	5.7%
985	BNP Paribas SA	en.wikipedia.org/wiki/Paris_Masters	2944	21.1%	5.4%
377	CVS Health Corp	en.wikipedia.org/wiki/CVS_Health	2469	-24.7%	5.1%
578	Honeywell International Inc	en.wikipedia.org/wiki/Terminal_High_Altitude_Area_Defense	3842	1.0%	5.1%

7. Wikipedia Pages- 2W Delta (2022-02-12, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Emcure_Pharmaceuticals	58690	3,677%	1,883%
		en.wikipedia.org/wiki/Bungie	24498	384%	340%
1169	Uniper SE	en.wikipedia.org/wiki/Nord_Stream	83062	343%	84%
161	Kering SA	en.wikipedia.org/wiki/Gucci	198137	833%	62%
		en.wikipedia.org/wiki/Tom_Ford	62020	278%	40%
16	Amazon.com Inc	en.wikipedia.org/wiki/Fire_OS	61924	66%	35%
		en.wikipedia.org/wiki/Streaming_media	102380	540%	27%
		en.wikipedia.org/wiki/Mojang_Studios	17085	110%	27%
		en.wikipedia.org/wiki/PhonePe	19650	52%	27%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Activision_Blizzard	18348	125%	26%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	247936	35%	23%
		en.wikipedia.org/wiki/Xbox_Game_Studios	19488	117%	22%
		en.wikipedia.org/wiki/Spotify	95061	46%	21%
		en.wikipedia.org/wiki/ByteDance	30656	49%	17%
		en.wikipedia.org/wiki/Activision	21156	3%	17%
955	Take Two Interactive	en.wikipedia.org/wiki/Take-Two_Interactive	15705	41%	16%
		en.wikipedia.org/wiki/Sony_Interactive_Entertainment	16756	-30%	16%
		en.wikipedia.org/wiki/Paytm	23217	98%	15%
		en.wikipedia.org/wiki/Halston	9928	302%	15%
458	Volkswagen AG	en.wikipedia.org/wiki/Bentley	22108	0%	14%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Fox_News	22010	-47%	13%
		en.wikipedia.org/wiki/Infosys	35809	32%	12%
		en.wikipedia.org/wiki/Air_India	24246	77%	11%
391	Electronic Arts Inc	en.wikipedia.org/wiki/Electronic_Arts	24785	-9%	11%
363	Sony Corp	en.wikipedia.org/wiki/Sony	29418	10%	9%
955	Take Two Interactive	en.wikipedia.org/wiki/Square_Enix	22208	5%	9%
		en.wikipedia.org/wiki/Dr._Martens	11995	23%	7%
608	Hilton Worldwide Holdings Inc	en.wikipedia.org/wiki/Barron_Hilton	11715	111%	7%
955	Take Two Interactive	en.wikipedia.org/wiki/Dan_Houser	10221	21%	7%
424	Samsung Electronics Co Ltd	en.wikipedia.org/wiki/Samsung_Electronics	16898	1%	7%
		en.wikipedia.org/wiki/Zomato	16483	65%	7%
		en.wikipedia.org/wiki/Swiggy	11172	79%	7%
		en.wikipedia.org/wiki/Credit_card	17293	5%	7%

7. Wikipedia Pages- 2W Delta (2022-02-12, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
334	SAP SE	en.wikipedia.org/wiki/SAP	17909	18%	6%
194	NVIDIA Corp	en.wikipedia.org/wiki/Nvidia	26867	19%	6%
305	Restaurant Brands Internationa	en.wikipedia.org/wiki/Tim_Hortons	11059	18%	6%
		en.wikipedia.org/wiki/Cloud_computing	72013	88%	6%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Advance_Publications	14388	16%	6%
		en.wikipedia.org/wiki/Tata_Group	45620	22%	6%
999	Vodafone Group PLC	en.wikipedia.org/wiki/Vodafone	13482	6%	5%
		en.wikipedia.org/wiki/The_Blackstone_Group	25566	29%	5%

8. Instagram - 2W Delta (2022-02-14 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
395	Cencosud SA		14.6%	2,791.4%	956.8%
155	JD Sports Fashion PLC	instagram.com/p/CZ4opAhqsvv instagram.com/p/CZ3yp-3gNyg instagram.com/p/CZz6NTmK3uY	1.8%	682.9%	119.0%
143	Hugo Boss AG	instagram.com/p/CZ3xeUNKPrf instagram.com/p/CZ2RMYBjNLz instagram.com/p/CZ4-Dw6INYP	7.7%	531.6%	57.6%
225	Samsonite International S A	instagram.com/p/CZra27cJJyT	26.0%	474.2%	49.8%
206	PayPal Holdings Inc		34.3%	191.1%	42.4%
435	Autozone Inc		21.0%	179.4%	40.0%
230	SRP Groupe SA		36.6%	1,233.3%	39.6%
392	Accor SA		11.3%	511.4%	35.9%
5	Puma SE	instagram.com/p/CZkd2TuKoSv instagram.com/p/CZaT2DuFwcY instagram.com/p/CZnQbwagsu4	5.1%	141.8%	31.0%
103	Fast Retailing Co Ltd	instagram.com/p/CZ1hZLTvUaJ instagram.com/p/CZwZ2E8PApV instagram.com/p/CZ0qJoIBFPY	8.5%	133.1%	29.4%
93	El Pollo Loco Holdings In c		30.4%	633.7%	29.4%
316	Korean Air Lines Co Ltd	instagram.com/p/CZqjh7TjCRL	2.9%	200.6%	28.7%
408	Nissin Foods Holdings Co Ltd	instagram.com/p/CZS-NspNv-w	7.5%	177.7%	28.2%
186	Mulberry Group PLC		5.8%	116.6%	27.9%
161	Kering SA	instagram.com/p/CZaT2DuFwcY instagram.com/p/CZnQbwagsu4 instagram.com/p/CZb4ZznoLZI	9.6%	177.8%	26.5%
951	Mercado Libre	instagram.com/p/CZaLSfJIBKH instagram.com/p/CYkaLNOh8q5	25.9%	170.0%	25.7%
141	Howden Joinery Group PLC		50.4%	498.1%	25.4%
247	Technogym SpA		26.6%	357.2%	23.1%
381	Seven & i Holdings Co Ltd	instagram.com/p/CZklc5NJmgx instagram.com/p/CZ2oqO-ITSL instagram.com/p/CZStIG-JxBD	47.4%	437.0%	23.0%
377	CVS Health Corp		14.8%	324.3%	21.9%

8. Instagram - 2W Delta (2022-02-14 Growth YoY) (Part 2)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
88	Duluth Holdings Inc		44.2%	126.3%	20.7%
70	Costco Wholesale Corp	instagram.com/p/CYxIKwXhjH6 instagram.com/p/CZC6SAoPYz0	25.5%	276.8%	19.5%
525	Campbell Soup Co		8.5%	163.7%	19.2%
30	Basic Fit NV	instagram.com/p/CZtZ4g_AcXs instagram.com/p/CZh-PLIG5x	19.7%	283.9%	16.1%
171	Luxottica Group SpA	instagram.com/p/CZqooO0NkTu instagram.com/p/CZe4YK2qgqO instagram.com/p/CZqi3rvNQSH	3.2%	195.6%	13.3%
351	Hyundai Motor Co	instagram.com/p/CZeBcCvRQgd instagram.com/p/CZjLR1PLiKg instagram.com/p/CZG2j1rfsZ	6.9%	142.1%	13.0%
423	PepsiCo Inc	instagram.com/p/CZztpJhuvZK instagram.com/p/CYW9hpKr4ye instagram.com/p/CZNbteHBX1k	1.9%	129.0%	12.4%
34	Bloomin' Brands Inc		4.9%	161.0%	11.1%
388	Pick N Pay Stores Ltd		4.7%	130.6%	11.1%
476	Nikon Corp	instagram.com/p/CZ20IHAMTpt instagram.com/p/CZzUn-SFCtN	2.1%	146.8%	11.1%
125	Greggs PLC		25.0%	167.4%	10.4%
319	Alaska Air Group Inc	instagram.com/p/CZnA6PPvIXm	6.2%	203.7%	9.8%
535	Whitbread PLC	instagram.com/p/CZtqAOpF_iM	6.7%	122.2%	9.4%
537	Acer Inc		3.2%	135.5%	9.2%
22	Aritzia Inc	instagram.com/p/CZPb205pKzP instagram.com/p/CZ2rYpqvKKY instagram.com/p/CZ4-JiovUwL	16.5%	196.4%	9.1%
340	Continental AG		18.3%	138.5%	8.6%
487	Raia Drogasil SA	instagram.com/p/CZSOKklJale	42.6%	184.6%	8.4%
417	Unilever PLC	instagram.com/p/CZMN9v-P8jl instagram.com/p/CZjZu-xtq-O	9.5%	163.4%	7.5%
401	Yamaha Motor Co Ltd	instagram.com/p/CZNRr7euY6Q instagram.com/p/CXjC9mrxNY instagram.com/p/CZq2M_Mhq3b	10.5%	107.9%	7.4%

8. Instagram - 2W Delta (2022-02-14 Growth YoY) (Part 3)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
72	KTM Industries AG	instagram.com/p/CZ1uyXeKJqW instagram.com/p/CZ3ysrgOG1c instagram.com/p/CZ2X9m_LCIU	26.4%	138.8%	7.0%
114	GameStop Corp	instagram.com/p/CZxWBfmMwmr instagram.com/p/CZrj7HMcqV instagram.com/p/CZ2RT1FFmIA	10.4%	154.9%	6.6%
128	Habit Restaurants Inc		6.1%	143.2%	6.5%
154	Jack in the Box Inc	instagram.com/p/CZudXGmjseL instagram.com/p/CZ42DOvISQx instagram.com/p/CZaFuZQPzB	13.1%	258.4%	6.4%
461	Subaru Corp	instagram.com/p/CZuWhfwF7bl instagram.com/p/CZpDBNdIJG1 instagram.com/p/CZzL8bOrS0h	14.0%	157.0%	6.4%
477	Panasonic Corp		2.6%	140.6%	5.8%
394	Wesfarmers Ltd	instagram.com/p/CZqyO24FZan	13.3%	195.1%	5.5%
366	Visa Inc		21.7%	143.1%	4.7%
432	American Airlines Group Inc	instagram.com/p/CYh1XOGMTv3 instagram.com/p/CY93hSgJboz instagram.com/p/CZsMQnMsRqp	5.3%	254.3%	4.1%
182	Moncler SpA	instagram.com/p/CZzeF5JsXnx instagram.com/p/CZ4oX7vIv3i instagram.com/p/CZk7HoMlz0	32.7%	168.1%	4.1%
462	Mazda Motor Corp	instagram.com/p/CZXn0qCvn1E instagram.com/p/CZh0pxou0Sw instagram.com/p/CY4r6OMsMfy	11.7%	203.9%	3.6%
51	Camping World Holdings Inc		35.1%	280.4%	3.5%
403	Barry Callebaut AG		13.8%	103.5%	3.5%

9. AppStore USA - 2W Delta (2022-02-12, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
98	Etsy Inc	Etsy: Custom & Creative Goods	90	26.3%	4.3%
189	Nike Inc	Nike; Nike Run Club: Running Coach; Nike Training Club	202	4.5%	3.1%

10. AppStore Publishers USA - 2W Delta (2022-02-12, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Photomath, Inc.	Photomath	145	-9.4%	6.4%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	142	-21.9%	5.7%
	Klarna Bank AB	Klarna Shop now. Pay later.	120	11.4%	4.5%
98	Etsy Inc	Etsy: Custom & Creative Goods	90	26.3%	4.3%
	WarnerMedia	HBO Max: Stream TV & Movies	20	5.0%	4.2%
	Maplebear Inc	Instacart: Grocery delivery	110	11.9%	4.1%
	Duolingo	Duolingo - Language Lessons	113	24.9%	3.9%
	Planet Fitness Holdings, LLC	Planet Fitness Workouts	130	-0.4%	3.0%

11. Online Retail Amazon - 2W Delta (2022-02-14, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
6	Guess? Inc	440	478.9%	141.8%
240	Steven Madden Ltd	486	167.0%	42.7%
5	Puma SE	1204	75.5%	27.4%
567	Procter & Gamble Co	798	67.6%	12.6%
20	Apple Inc	561	122.6%	9.0%
127	SEB SA	2433	37.6%	7.6%
180	Midea Group Co Ltd	528	20.3%	7.0%
505	Activision Blizzard Inc	1176	-1.8%	6.9%
426	Seiko Epson Corp	1416	30.3%	6.4%
283	Whirlpool Corp	2930	6.4%	5.9%
520	Glanbia PLC	4057	123.9%	5.4%
277	Vista Outdoor Inc	1319	-18.1%	5.3%
955	Take Two Interactive	1465	-6.0%	5.1%
958	Funko Inc	1367	27.9%	4.8%

12. Online Retail Walmart - 2W Delta (2022-02-07, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
212	Prada SpA	213	99.1%	62.4%
5	Puma SE	627	187.6%	53.9%
290	Wolverine World Wide Inc	236	29.7%	26.6%
20	Apple Inc	281	138.1%	23.3%
526	General Mills Inc	325	31.0%	22.9%
475	Sharp Corp	350	11.8%	16.9%
171	Luxottica Group SpA	708	-42.0%	14.9%
127	SEB SA	1598	35.4%	12.6%
519	Nestle SA	305	-12.1%	12.1%
179	Capri Holdings Limited	3048	99.1%	11.7%
17	Amer Sports Oyj	1901	63.7%	10.4%
425	Canon Inc	2538	26.2%	7.3%
66	Tapestry Inc	1247	149.9%	5.4%
477	Panasonic Corp	1031	54.8%	5.1%

13. Online Retail Bestbuy - 2W Delta (2022-02-14, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
721	Stanley Black & Decker Inc	372	197.6%	23.3%
537	Acer Inc	466	19.8%	17.2%
20	Apple Inc	467	63.9%	13.5%
441	Bandai Namco Holdings Inc	227	219.7%	7.4%
188	Newell Brands Inc	262	-15.8%	6.2%
519	Nestle SA	579	-54.4%	6.0%
283	Whirlpool Corp	6039	0.6%	3.2%

14. Job Listings - 2W Delta (2022-02-14, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1176	TechnipFMC PLC	246	48.9%	105%
878	FMC Technologies	246	48.0%	104%
898	Albemarle Corp	488	100.0%	96%
710	Raytheon Co	1749	46.4%	87%
1052	UniCredit SpA	133	-21.8%	69%
1096	Ucb SA	472	88.8%	65%
429	AirAsia Bhd	260	47.7%	62%
939	Envision Healthcare Corp	289	29.2%	61%
692	Wells Fargo & Co	7746	83.4%	59%
991	Safran SA	269	11.9%	58%
960	Royal Dutch Shell PLC	477	55.9%	57%
348	Nissan Motor Co Ltd	564	100.0%	57%
1034	Fresenius SE & Co KGaA	225	-17.6%	57%
507	InterContinental Hotels Group	1687	94.9%	53%
345	Daimler AG	574	-14.5%	53%
9	3D Systems Corp	142	-16.9%	52%
258	TomTom NV	178	31.9%	50%
1391	K&S AG	123	21.3%	48%
727	Textron Inc	1343	78.0%	45%
1028	Imperial Brands PLC	187	57.4%	42%
1122	Publicis Groupe SA	651	82.4%	39%
549	Coca-Cola Co	401	0.0%	38%
164	L Brands Inc	4881	74.9%	37%
1129	Merck KGaA	410	70.3%	37%
75	DaVita Inc	7074	100.0%	37%
1313	Securitas AB	10475	74.1%	37%
144	Husqvarna AB	194	46.1%	36%
1184	Santander Bank Polska SA	1018	71.2%	36%
778	KeyCorp	995	77.6%	36%
1212	H Lundbeck A/S	195	96.0%	36%

15. Employee Company Ratings - 2W Delta (2022-02-14, 4 weeks QoQ) (Part 1)

AstutexID	Company Name	Total reviews	Rating Gr.chg.	Outlook Gr.chg.	Mgmt Gr.chg	CEO Rating Gr.chg	Growing indicator
1153	Solvay SA	2204	17.7%	-0.6%	19.5%	0.9%	Management
1193	Atos SE	11823	-0.3%	0.0%	0.0%	14.0%	CEO Rating
1255	Fraport AG Frankfurt Airport S	208	0.9%	1.6%	1.3%	8.4%	CEO Rating
182	Moncler SpA	213	-0.2%	8.2%	-1.4%	-0.4%	Outlook
538	Fujifilm Holdings Corp	560	1.2%	2.1%	0.2%	8.0%	CEO Rating
287	Winnebago Industries Inc	210	0.8%	6.4%	0.5%		Outlook
273	Vestel Elektronik Sanayi ve Ti	239	-0.4%	0.2%	0.8%	6.2%	CEO Rating
379	Casino Guichard Perrachon SA	259	-0.4%	1.4%	0.0%	6.0%	CEO Rating
757	Celgene Corp	886	-0.5%	5.6%	-0.5%	4.8%	Outlook
704	Pinnacle West Capital Corp	233	0.1%	5.6%	0.2%		Outlook
901	GGP Inc	648	0.9%	0.8%	0.9%	5.6%	CEO Rating
81	DFS Furniture PLC	227	1.0%	-1.4%	0.3%	5.2%	CEO Rating
712	SCANA Corp	269	0.5%	5.2%	2.0%		Outlook
1318	voestalpine AG	289	-0.7%	0.2%	0.5%	5.0%	CEO Rating
249	Telepizza Group SA	1785	0.0%	5.0%	0.2%		Outlook