

ASTUTEX TRENDSPOTTING

February 21, 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
TPG	Telephone service company	486.49	316.12	topics: Product;TurboTax;Transcript
Santa Barbara Tax Products Group	Financial services company	165.00	155.91	topics: Product;Transcript;TurboTax; Tax refund queries: tax refund status; state tax refund
Fortress Investment Group	Investment management company	64.25	60.84	queries: investment fund; capital investment
Dixon Hughes Goodman	Company	80.23	47.30	queries: accounting firm
Convoy	Company	35.35	36.87	queries: canada news
NBC	Television broadcasting company	16.43	28.87	topics: Streaming media;Savannah Guthrie; Super Bowl I;Bowl game;Super Bowl; Olympic sports queries: nbc super bowl; live stream super bowl 2022; superbowl stream free; super bowl live stream free; stream super bowl 2022 free
Yandex	Internet company	64.24	15.78	topics: Shooter game
Hopper	Company	145.15	10.18	topics: Orbitz;Google Flights;Expedia
Pakistan Stock Exchange	Stock exchange company	15.10	9.53	queries: pet sim x
Techtronic Industries	Electronics company	5.91	8.63	topics: Power tool
Waste Management	Waste management company	14.44	7.23	topics: Prize money
DraftKings	Sports betting company	-0.12	5.54	topics: Sports betting;Proposition bet; Discounts and allowances; Super Bowl Most Valuable Player Award qu; fanduel promo code;caesars sportsbook; super bowl bets;super bowl prop bets
FanDuel	Company	15.20	4.73	topics: Sports betting;Proposition bet; Discounts and allowances queries: fanduel; draftkings promo code;caesars sportsbook; super bowl bets;super bowl prop bets

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

Company Name	Type	Pop. growth	Growth change	Related topics
ID.me	Healthcare company	13.30	3.99	topics: Transcript; Economic impact analysis; Advance paymentqueries: irs stimulus pa; irs customer service number; irs get my payment;irs payment; stimulus payments queries: queries: irs ; stimulus payments
Bergdorf Goodman	Department store company	28.82	3.86	topics: Undergarment
Digi-Key Electronics	Company	9.99	3.68	topics: Electronics
PitchBook Data	Venture capital company	35.91	3.21	topics: crunchbase
W. Grainger	Company	12.27	3.02	topics: SupplyHouse.com
MAXON Computer	Company	77.94	2.87	topics: Cinema 4D
Redfin	Company	13.98	2.19	topics: Seal Beach
BetMGM	Company	35.71	-3.48	queries: caesars sportsbook; fanduel promo code;draftkings promo code
Seasons 52	Restaurant company	81.41	-5.41	queries: romantic restaurants
Avelo Airlines	Airline	4194.12	-959.73	topics: Airline

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
601	H & R Block Inc	2022-02-21	1%	22%
279	Webjet Ltd	2022-02-21	44%	18%
647	Halliburton Co	2022-02-21	10%	15%
149	Intuit Inc	2022-02-21	-1%	11%
784	Waste Management Inc	2022-02-21	23%	10%
646	W W Grainger Inc	2022-02-21	20%	7%
776	IDEXX Laboratories Inc	2022-02-21	13%	3%

3. Google Trends Industries World - 2W Delta (2022-02-21, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cruise	79.0%	7.9%	topics: Cruise ship;Ship;Warrant;Arrest warrant; Boil-water advisory queries: cruise;cruise ship;cruise ships; cruise ships seized;bahamas cruise ships seized; cruise ship warrant
Sony PlayStation	-33.2%	7.8%	topics: PlayStation 5;PlayStation 4;Kenshi Yonezu; Bungie Inc queries: playstation;■■■■■ 2021 ■■■■■■■■■■; playstation buys bungie;bungie games
Xbox	-23.6%	5.4%	topics: Xbox One;Xbox Series X and Series S;Xbox;Dying Light 2; Shifu queries: xbox;xbox party chat down;dying light 2 xbox; dying light
Airline	49.6%	5.4%	topics: Frontier;Frontier Airlines;Flight; Mergers and acquisitions queries: airlines; frontier airlines spirit airlines merger; josh neuman plane crash iceland; unvaccinated dad loses custody
hiking apparel	-5.8%	4.4%	topics: Hiking;Clothing;Idea;L.L.Bean; Waterproofing queries: hiking clothes;hiking outfit
Workflow	26.1%	3.5%	topics: Management;Workflow management system;Intelligence; Session;Lucidchart queries: workflow
Airline ticket	26.6%	3.3%	topics: Ticket;Airplane queries: tickets;uçak bileti;plane; trip advisor
Vacation rental	57.1%	3.0%	topics: Rent;Vacation queries: vacation;ferienwohnung; vacation rentals
Playstation 4	-32.1%	2.5%	topics: Sony PlayStation 4;Dying Light 2;Sifu queries: ps4;sifu; sifu ps4;dying light 2
Payroll	7.9%	2.3%	topics: Tax;Payroll tax queries: payroll;namely payroll; greenslate payroll
Air Conditioner	6.7%	2.3%	topics: Air conditioning queries: air conditioner; stand alone air conditioner>window ac and heating unit

3. Google Trends Industries World - 2W Delta (2022-02-21, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Financial services	1.1%	2.2%	topics: topics: Finance;Servicequeries: financial services; ally financial v haskins settlement queries: queries: financ; ally financial v haskins settlement
Retirement home	-10.4%	2.2%	topics: Retirement;Home;Chania;The Wannabes; Senior Housing Assistance Group queries: maison de retraite; senior housing;retirement;χάνια γηροκομείο;les vedettes; retirement house tiktok
News	-9.1%	2.0%	topics: Breaking news;Ukraine;Yahoo! News;Russo-Ukrainian War; Ukrainians queries: news;putin russia ukraine news; russia ukraine news;putin news
Sneakers	8.7%	2.0%	topics: Shoes;Female queries: sneakers;shoes
Headphones	-13.4%	2.0%	topics: Bluetooth;Headset;Wireless queries: headphones; heavys headphones;best headphones for working from home
Foodservice	3.8%	1.9%	topics: Food;Service queries: food service
Quadcopter	-6.5%	1.8%	topics: Multirotor;Unmanned aerial vehicle;Performance; Electronic speed control; 2.4 GHz radio use queries: ████████████████████;quadcopter;████████████████████; ██████████
Suitcase	26.0%	1.7%	topics: Baggage;Travel;Bag; Range Rover Sport SVR Kids Ride On Suitcase queries: suitcas; motorized suitcase;range rover suitcase;best suitcases 2022
Customer Relationship management	22.7%	1.7%	topics: Management;13 Scents Inc.;Customer queries: crm; commercial loan truerate services;activate.hrblock.com/crm; what is a crm platform
Backpack	21.7%	1.7%	topics: Bag;Fanny pack;Handbag queries: backpack; skyborne backpack
E-commerce	2.2%	1.6%	topics: Trade queries: ecommerce; ecommerce user experience best practices; e commerce icon crossword clue

3. Google Trends Industries World - 2W Delta (2022-02-21, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Streetwear	-0.4%	1.6%	topics: topics: Clothing;Brand;Chino cloth;Carnival; The Simsqueries: streetwear queries: queries: streetwear
Computer security	15.2%	1.6%	topics: Security queries: security;cyber security; security alerts at a boxing match nyt; t mobile security breach
Bank	-3.0%	1.5%	topics: Online banking;U.S. Bank Branch; U.S. Bancorp queries: bank

4. Google Trends Industries USA - 2W Delta (2022-02-21, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cruise	108.8%	14.7%	topics: Cruise ship;Ship;Warrant;Arrest warrant; Boil-water advisory queries: cruise;cruise ship;cruise ships; cruise ships seized;bahamas cruise ships seized; cruise ship warrant
Sony PlayStation	-38.7%	9.4%	topics: PlayStation 5;PlayStation 4;Kenshi Yonezu; Bungie Inc queries: playstation;■■■■■ 2021 ■■■■■■■■■■; playstation buys bungie;bungie games
Black Friday	3.7%	8.8%	topics: Discounts and allowances; Stock market crash queries: black friday; black friday crypto crash
Social media	-8.8%	7.2%	topics: Media queries: social media;social; do it for the social media catchphrase; social media star addison;alyssa ellman social media
Xbox	-24.1%	6.6%	topics: Xbox One;Xbox Series X and Series S;Xbox;Dying Light 2; Shifu queries: xbox;xbox party chat down;dying light 2 xbox; dying light
hiking apparel	-11.3%	5.1%	topics: Hiking;Clothing;Idea;L.L.Bean; Waterproofing queries: hiking clothes;hiking outfit
Energy Drink	23.8%	3.6%	topics: Drink queries: energy drink;energy; is prime an energy drink;is prime hydration an energy drink; starbucks baya energy drink
Robotic Vacuum Cleaner	-5.5%	3.2%	topics: Robot;Vacuum cleaner;iRobot Roomba 960; Wet/Dry Vacuum queries: robot vacuum; shark av911s ez robot vacuum;shark automatic vacuum; bissell spinwave robotic wet-dry vacuum
News	-15.8%	3.2%	topics: Breaking news;Ukraine;Yahoo! News;Russo-Ukrainian War; Ukrainians queries: news;putin russia ukraine news; russia ukraine news;putin news
Video game console	-30.5%	2.6%	topics: Video game queries: console; small nintendo console once;sifu;custom consoles.net
Financial services	9.5%	2.3%	topics: Finance;Service queries: financial services; ally financial v haskins settlement

4. Google Trends Industries USA - 2W Delta (2022-02-21, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Enterprise Resource Planning	8.7%	2.1%	topics: System;Software;Electroencephalography; Purchase order queries: erp queries: erp
Data	9.0%	2.0%	topics: Data analysis;Microsoft Excel; Data science queries: data; equifax data breach settlement email; equifax data breach settlement
Athleisure	9.5%	2.0%	topics: Clothing;Female;Adidas;Cheerleading; Cheerleading Shoe queries: athleisure;adidas
Newspaper	0.8%	2.0%	topics: Daily Mail queries: daily
Playstation 4	-31.7%	1.9%	topics: Sony PlayStation 4;Dying Light 2;Sifu queries: ps4;sifu; sifu ps4;dying light 2
Career	12.2%	1.8%	topics: Job queries: careers
Streetwear	-3.2%	1.7%	topics: Clothing;Brand;Chino cloth;Carnival; The Sims queries: streetwear
Video games	-3.4%	1.6%	topics: Game;Bungie Inc queries: games;sony bungie games; bungie games
Video game	-3.4%	1.6%	topics: Game;Bungie Inc queries: games;sony bungie games; bungie games
Health care	2.9%	1.6%	topics: Health queries: healthcare; fox valley health care workers;1099-hc
TV	-13.0%	1.5%	topics: Television;Samsung queries: tv;jon hamm apple tv; apple tv suspicion;afterparty apple tv

4. Google Trends Industries USA - 2W Delta (2022-02-21, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Job	10.7%	1.5%	topics: topics: Indeed; Recruitmentqueries: jobs queries: queries: jobs
Gym	17.6%	1.4%	topics: Fitness center;Physical fitness;Home Gym queries: gym; spooky nook gym
Computer monitor	-10.5%	1.4%	topics: Computer;iPhone;Laptop queries: monitor; my sons camera monitor alerted in the middle of the night; old monitor type abbr

5. Website Traffic - 2W Delta (2022-02-19, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
298	Tokmanni Group Oyj	5.370769	123%	42%
308	Air China Ltd	5.135461	138%	34%
180	Midea Group Co Ltd	13.505615	120%	28%
647	Halliburton Co	2.575000	22%	26%
127	SEB SA	1.117461	8%	23%
357	Heineken NV	1.174461	64%	22%
826	American Tower Corp	1.462846	129%	22%
469	Sapporo Holdings Ltd	1.669222	7%	20%
73	Daikin Industries Ltd	2.373230	4%	20%
475	Sharp Corp	4.559461	34%	20%
258	TomTom NV	6.873615	22%	18%
946	Cracker Barrel Old Country Sto	2.265692	9%	15%
76	Ross Stores Inc	1.892230	-7%	15%
350	Mitsubishi Motors Corp	1.619461	34%	13%
186	Mulberry Group PLC	1.153615	0%	13%
550	AbbVie Inc	2.210076	-1%	13%
508	Coway Co Ltd	1.225769	214%	12%
396	Carrefour SA	31.801692	-7%	11%
726	Texas Instruments Inc	12.417923	-7%	10%
216	Ralph Lauren Corp	17.213153	6%	9%
188	Newell Brands Inc	3.565769	4%	9%
881	Intercontinental Exchange Inc	2.653923	-15%	9%
745	Amgen Inc	1.065615	8%	8%
580	HCA Healthcare Inc	1.839769	10%	8%
584	Aflac Inc	2.453230	-5%	8%
401	Yamaha Motor Co Ltd	5.134538	23%	7%
43	Buckle Inc	1.645230	-21%	7%
429	AirAsia Bhd	12.729846	1%	7%
603	Bristol-Myers Squibb Co	1.993230	-5%	7%
714	Schlumberger NV	4.790923	-7%	7%
345	Daimler AG	13.622846	24%	7%
806	AvalonBay Communities Inc	2.174000	-36%	6%
226	Scout24 AG	41.342692	-16%	6%
262	Trivago NV	10.330615	39%	6%
549	Coca-Cola Co	4.353076	-15%	6%

5. Website Traffic - 2W Delta (2022-02-19, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
166	LivePerson Inc	2.672461	-6%	6%
515	Bajaj Auto Ltd	2.548307	-9%	5%
294	Wynn Resorts Ltd	3.120000	81%	5%

6. Wikipedia - 2W Delta (2022-02-21, 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	3629	209.5%	66.2%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Fox_News	12036	-17.7%	13.8%
377	CVS Health Corp	en.wikipedia.org/wiki/CVS_Pharmacy	2441	-17.1%	12.9%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	3794	76.4%	11.6%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/Ant_Group	17209	4.2%	10.2%
576	Citigroup Inc	en.wikipedia.org/wiki/CVC_Capital_Partners	5312	3.3%	10.1%
607	Advanced Micro Devices Inc	en.wikipedia.org/wiki/Advanced_Micro_Devices	3128	-15.1%	9.5%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	183678	32.3%	9.2%
798	Allstate Corp	en.wikipedia.org/wiki/Dennis_Haysbert	2844	-9.4%	9.1%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_Athletica	2507	-26.7%	9.0%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	3316	-12.0%	8.9%
934	News Corp	en.wikipedia.org/wiki/Biden%E2%80%93Ukraine_conspiracy_theory	10691	-19.3%	8.6%
441	Bandai Namco Holdings Inc	en.wikipedia.org/wiki/Bandai_Namco_Entertainment	2365	-0.4%	8.5%
430	Turk Hava Yollari AO	en.wikipedia.org/wiki/Turkish_Airlines	2531	48.1%	8.5%
274	VF Corp	en.wikipedia.org/wiki/VF_Corporation	3663	6.9%	8.3%
545	Boeing Co	en.wikipedia.org/wiki/Boeing	10351	5.6%	7.5%
1009	Orange SA	en.wikipedia.org/wiki/EE_Limited	4790	11.6%	7.4%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2855	-30.9%	7.1%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_3	28695	-13.6%	7.0%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft	13461	4.5%	6.4%
351	Hyundai Motor Co	en.wikipedia.org/wiki/Hyundai_Motor_Company	3476	-13.7%	6.2%
317	Singapore Airlines Ltd	en.wikipedia.org/wiki/Vistara	4785	22.6%	6.1%
973	Airbus SE	en.wikipedia.org/wiki/Airbus	3478	17.4%	5.8%
178	Merlin Entertainments PLC	en.wikipedia.org/wiki/Madame_Tussauds	5809	17.1%	5.8%
329	Sega Sammy Holdings Inc	en.wikipedia.org/wiki/Sega	4964	-4.9%	5.7%

7. Wikipedia Pages- 2W Delta (2022-02-19, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
1169	Uniper SE	en.wikipedia.org/wiki/Nord_Stream	55510	372%	121%
2	Mattel Inc	en.wikipedia.org/wiki/Mattel	43832	384%	73%
16	Amazon.com Inc	en.wikipedia.org/wiki/Fire_OS	67447	87%	43%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	266962	48%	27%
		en.wikipedia.org/wiki/Streaming_media	99875	553%	26%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Bobby_Kotick	7691	442%	26%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Fox_News	22348	-36%	23%
		en.wikipedia.org/wiki/Tom_Ford	43460	285%	23%
		en.wikipedia.org/wiki/PhonePe	15904	61%	23%
		en.wikipedia.org/wiki/Yandex	34308	106%	20%
		en.wikipedia.org/wiki/Apollo_Global_Management	15537	76%	18%
		en.wikipedia.org/wiki/ByteDance	24348	56%	15%
		en.wikipedia.org/wiki/Activision	19827	13%	15%
545	Boeing Co	en.wikipedia.org/wiki/Boeing	42427	25%	15%
955	Take Two Interactive	en.wikipedia.org/wiki/Take-Two_Interactive	10328	46%	14%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	23147	89%	13%
		en.wikipedia.org/wiki/Halston	11766	302%	13%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Advance_Publications	15493	23%	12%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	20859	-6%	11%
317	Singapore Airlines Ltd	en.wikipedia.org/wiki/Vistara	11300	11%	11%
458	Volkswagen AG	en.wikipedia.org/wiki/Bentley	14631	3%	10%
		en.wikipedia.org/wiki/IndiGo	20057	34%	9%
		en.wikipedia.org/wiki/Spotify	59486	48%	9%
292	World Wrestling Entertainment	en.wikipedia.org/wiki/Shane_McMahon	14431	23%	9%
		en.wikipedia.org/wiki/Infosys	29201	33%	9%
132	Hasbro Inc	en.wikipedia.org/wiki/Hasbro	14308	4%	8%
		en.wikipedia.org/wiki/All_Elite_Wrestling	56315	21%	8%
955	Take Two Interactive	en.wikipedia.org/wiki/Square_Enix	14613	9%	8%
859	Alphabet Inc	en.wikipedia.org/wiki/Google	334426	13%	7%
		en.wikipedia.org/wiki/WarnerMedia	25278	2%	7%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Activision_Blizzard	16097	132%	7%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft	76322	3%	7%
		en.wikipedia.org/wiki/Credit_card	16396	8%	7%
363	Sony Corp	en.wikipedia.org/wiki/Sony	26530	14%	7%

7. Wikipedia Pages- 2W Delta (2022-02-19, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Cloud_computing	70584	92%	6%
433	Southwest Airlines Co	en.wikipedia.org/wiki/Southwest_Airlines	12278	22%	6%
973	Airbus SE	en.wikipedia.org/wiki/Airbus	26102	17%	6%
		en.wikipedia.org/wiki/The_Blackstone_Group	25262	32%	6%
870	MetLife Inc	en.wikipedia.org/wiki/MetLife_Stadium	16620	47%	6%

8. Instagram - 2W Delta (2022-02-21 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
395	Cencosud SA	instagram.com/p/CZ6_l1aAwwk	14.7%	1,931.4%	273.2%
949	Dick's Sporting Goods		10.5%	485.6%	213.2%
206	PayPal Holdings Inc		34.3%	403.9%	147.2%
394	Wesfarmers Ltd	instagram.com/p/CaGrngOFJ-h	13.2%	218.8%	37.0%
422	Dr Pepper Snapple Group Inc	instagram.com/p/CZ2bNbnOCYj instagram.com/p/CYWYg6RgSHf instagram.com/p/CY1rpuCtZgq	5.3%	153.1%	35.3%
414	Mondelez International Inc	instagram.com/p/CZfGfHivc1s instagram.com/p/CZm9uy4j9Np instagram.com/p/CUrhxa7otz2	3.5%	146.6%	31.8%
16	Amazon.com Inc	instagram.com/p/CZmSTVgFRbe instagram.com/p/CZrZc_-lZiU instagram.com/p/CaAWs-_tMsA	12.6%	140.5%	23.9%
5	Puma SE	instagram.com/p/CZkd2TuKoSv instagram.com/p/CZw7Pb3IF_u instagram.com/p/CZ1rwBaKSGM	5.1%	164.2%	21.9%
247	Technogym SpA		26.3%	384.5%	20.0%
225	Samsonite International SA	instagram.com/p/CZra27cJJyT	25.9%	495.4%	16.4%
34	Bloomin' Brands Inc		4.7%	181.7%	16.4%
72	KTM Industries AG	instagram.com/p/CZ1uyXeKJqW instagram.com/p/CZ3ysrgOG1c instagram.com/p/CZ2X9m_LCIU	25.9%	152.7%	13.8%
232	Signet Jewelers Ltd		10.5%	106.4%	13.4%
22	Aritzia Inc	instagram.com/p/CZ4-JiovUwL instagram.com/p/CZ2rYpqvKKY instagram.com/p/CZsOk-2Plj-	16.6%	206.1%	12.0%
178	Merlin Entertainments PLC		11.3%	127.3%	11.1%
188	Newell Brands Inc		18.6%	102.9%	9.3%
951	Mercado Libre	instagram.com/p/CZaLSfJIBKH	25.4%	161.6%	7.8%
215	PVH Corp	instagram.com/p/CaACHQaOpcb instagram.com/p/CZ66yIkO9f4 instagram.com/p/CZ_7PNvulPq	1.2%	197.3%	7.5%
30	Basic Fit NV	instagram.com/p/CZtZ4g_AcXs instagram.com/p/CZh-PLIG5x instagram.com/p/CZylwXGA3vY	20.3%	288.1%	6.9%
186	Mulberry Group PLC		5.8%	114.9%	6.1%

8. Instagram - 2W Delta (2022-02-21 Growth YoY) (Part 2)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
401	Yamaha Motor Co Ltd	instagram.com/p/CZNRR7euY6Q instagram.com/p/CXjcC9mrxNY	10.5%	107.3%	5.1%
212	Prada SpA	instagram.com/p/CZ-UPi_NW0I instagram.com/p/CaLlo4RMuJ_ instagram.com/p/CZ9x543jFbS	11.4%	123.8%	3.7%
70	Costco Wholesale Corp	instagram.com/p/CZC6SAoPYz0	25.4%	136.4%	3.5%

9. AppStore USA - 2W Delta (2022-02-19, 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	92	27.1%	2.7%
200	Overstock.com Inc	Overstock — Furniture & Decor	302	1.5%	2.7%
945	Shopify Inc	Shop: package & order tracker	53	-5.2%	2.1%

10. AppStore Publishers USA - 2W Delta (2022-02-19, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Photomath, Inc.	Photomath	139	-5.9%	6.0%
	WarnerMedia	HBO Max: Stream TV & Movies	18	7.6%	4.4%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	138	-21.0%	4.0%
	Cross Forward Consulting, LLC	Widgetsmith	143	-19.8%	3.8%
	Klarna Bank AB	Klarna Shop now. Pay later.	125	12.4%	3.7%

11. Online Retail Amazon - 2W Delta (2022-02-21, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
6	Guess? Inc	433	527.5%	150.6%
5	Puma SE	1204	82.1%	25.5%
240	Steven Madden Ltd	464	169.8%	25.3%
567	Procter & Gamble Co	818	77.1%	17.1%
955	Take Two Interactive	1431	-0.8%	8.8%
283	Whirlpool Corp	2946	10.3%	7.5%
505	Activision Blizzard Inc	1159	2.2%	7.2%
127	SEB SA	2420	40.9%	7.1%
277	Vista Outdoor Inc	1306	-15.1%	6.1%
540	Logitech International SA	2504	93.4%	5.7%
538	Fujifilm Holdings Corp	895	-6.3%	5.1%
180	Midea Group Co Ltd	506	18.5%	3.7%
143	Hugo Boss AG	693	8.6%	3.3%

12. Online Retail Walmart - 2W Delta (2022-02-21, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
212	Prada SpA	212	158.5%	69.5%
290	Wolverine World Wide Inc	281	70.3%	41.0%
536	Monster Beverage Corp	264	0.8%	32.6%
663	Kimberly-Clark Corp	1102	157.5%	25.2%
179	Capri Holdings Limited	2479	128.7%	20.8%
171	Luxottica Group SpA	807	-15.2%	20.4%
328	Yamaha Corp	824	-2.3%	17.6%
526	General Mills Inc	285	26.1%	17.2%
957	Capcom	393	63.1%	13.3%
238	Starbucks Corp	740	-3.3%	11.8%
600	Berkshire Hathaway Inc	2670	-25.3%	11.4%
79	De Longhi SpA	1476	5.8%	9.4%

13. Online Retail Bestbuy - 2W Delta (2022-02-21, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
537	Acer Inc	482	29.2%	19.7%
20	Apple Inc	496	71.0%	14.1%
127	SEB SA	125	-51.6%	5.6%
519	Nestle SA	572	-54.3%	4.4%
188	Newell Brands Inc	262	-18.1%	3.9%

14. Job Listings - 2W Delta (2022-02-21, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
878	FMC Technologies	335	100.0%	98%
1176	TechnipFMC PLC	335	100.0%	97%
1413	Bechtle AG	1490	100.0%	86%
429	AirAsia Bhd	300	82.5%	79%
226	Scout24 AG	101	-19.8%	78%
345	Daimler AG	813	17.2%	74%
710	Raytheon Co	1995	46.2%	68%
1052	UniCredit SpA	174	-23.1%	67%
348	Nissan Motor Co Ltd	551	100.0%	58%
752	Tyson Foods Inc	1902	77.0%	52%
144	Husqvarna AB	243	70.9%	50%
994	Vinci SA	3576	57.2%	48%
1184	Santander Bank Polska SA	1504	100.0%	48%
9	3D Systems Corp	139	-30.8%	40%
960	Royal Dutch Shell PLC	474	70.0%	40%
69	Takeaway.com NV	1454	23.2%	38%
1415	Cobham PLC	253	76.3%	35%
616	Comerica Inc	581	67.7%	33%
1096	Ucb SA	506	100.0%	33%
871	Monsanto Co	795	85.7%	30%
75	DaVita Inc	7043	100.0%	30%
1129	Merck KGaA	430	64.6%	29%
549	Coca-Cola Co	385	4.1%	28%
464	Fiat Chrysler Automobiles NV	354	-9.2%	27%
454	Compagnie Generale des Etablis	609	28.2%	27%
378	Woolworths Group Ltd	677	41.7%	27%
536	Monster Beverage Corp	429	77.4%	27%
80	Dennys Corp	5510	45.7%	27%
825	Rockwell Automation Inc	1360	91.4%	27%
161	Kering SA	811	100.0%	26%

15. Employee Company Ratings - 2W Delta (2022-02-21, 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
1193	Atos SE	11884	0.0%	0.4%	0.0%	16.7%	CEO Rating
538	Fujifilm Holdings Corp	566	1.9%	3.5%	0.5%	11.4%	CEO Rating
1454	Capita PLC	8714	8.7%	8.8%	-4.3%		Outlook
1255	Fraport AG Frankfurt Airport S	208	1.3%	2.4%	1.9%	7.4%	CEO Rating
182	Moncler SpA	214	-0.3%	7.4%	-0.8%	-0.2%	Outlook
379	Casino Guichard Perrachon SA	260	-0.4%	-0.8%	0.0%	7.2%	CEO Rating
1109	CNP Assurances SA	220	0.7%	7.0%	0.5%	4.4%	Outlook
30	Basic Fit NV	404	0.9%	6.8%	-0.7%	4.4%	Outlook
1318	voestalpine AG	292	-0.2%	0.0%	0.1%	6.4%	CEO Rating
704	Pinnacle West Capital Corp	234	0.0%	5.6%	0.2%		Outlook
1467	Dometic Group AB (publ)	422	0.3%	2.4%	-0.4%	5.2%	CEO Rating
1153	Solvay SA	2216	2.6%	-0.8%	5.0%		Management