

ASTUTEX TRENDSPOTTING

January 09, 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	11800.0	7350.0	topics: Internet bot; Chatbot queries: chat gpt; chat gpt login; chat gpt app
eToro	Financial services company	316.3	135.0	topics: Dogecoin; accessiBe; Ethereum; Merchant account queries: buy dogecoin o; how to buy dogecoin on etoro; how to buy ethereum on etoro; zoro
Jefferies Group	Investment banking company	171.4	130.6	topics: Speaker; Speaker of the United States House of Re; Hakeem Jeffries; Nomination queries: jefferies speaker; jeffries; house jefferies; kevin mccarthy
Vanguard Federal Money Market Fund	Company	326.3	129.3	topics: Money market; Certificate of deposit; Reddit queries: vanguard federal money m
YG Entertainment	Entertainment company	105.9	87.1	topics: Girl; Infant; Girl group queries: yg entertainment; yg entertainment baby monsters; baby monster yg
GE HealthCare	Manufacturing company	67.3	54.4	topics: Stock; NYSE:GE; Nasdaq queries: gehc; gehc stock; ge stock
DC Shoes	Company	53.2	44.4	topics: Ken Block; Rob Dyrdek; Net worth queries: ken block; dc shoes ken block; dc shoes founder; gymkhana
Zenith Bank	Financial company	59.0	35.0	topics: Pokémon; Playing card; Booster pack queries: crown zenith; crown zenith card list; pokemon crown zenith card list
XFX	Manufacturing company	49.6	17.8	topics: XFX; XFX Speedster MERC 319 Radeon RX 6800 XT; XFX Speedster MERC319; BIOS queries: xfx 7900 xtx; xfx radeon rx 580; 7900xtx
Gate 1 Travel	Company	114.2	13.3	topics: Cheating; Cheat sheet; Brel queries: gate 1 travel; gate 1; brelshaza gate 1
VidAngel	Company	51.2	12.5	topics: Mobile app; The Bible; Smart TV queries: angel studios; angel studios the chosen; the chosen

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

Company Name	Type	Pop. growth	Growth change	Related topics
Electronic Arts	Video game company	18.4	9.9	topics: Mobile app;Download;The Sims; Transport Layer Security queries: ea app; madden;origin ea;wv-109156-2
Disney Cruise Line	Company	100.5	9.1	topics: 2023;2024;San Diego; Turks and Caicos Islands queries: disney; disney cruise;best disney cruise; easter 2024
Apple Vacations	Company	20.1	7.9	topics: All-inclusive resort;Cancún;Beach; Belize queries: apple vacation; apple vacations all inclusive; apple vacations punta cana; carnival cruise
Bloom Nutrition LLC	Company	247.9	7.9	topics: Flower;Whey; Large intestine queries: bloom nutrition; what is bloom nutrition; bloom nutrition target
BetMGM	Company	30.4	7.1	topics: Ohio;Discounts and allowances; Internet coupon;Tipico queries: bet mgm; betmgm ohio;betmgm promo; draftkings ohio promo code
Viator	Company	115.1	6.5	topics: Travel agency;Tower; Expedia Group queries: viator travel age; viator travel agent login; viator agent login
Virgin Voyages	Commercial company	219.2	6.3	topics: Royal Caribbean International; Royal Caribbean Group;Adult; Liberty of the Seas queries: virgin crui; virgin voyages;virgin voyages cruise; virgin atlantic
Ubisoft	Video game publisher company	14.8	6.1	topics: Ubisoft Connect;Download;Xbox; Sony Corporation queries: ubisoft connec; ubisoft account;support ubisoft; support.ubisoft
Cunard Line	Shipping company	30.0	6.1	topics: Viking Cruises; Royal Caribbean International; Queen Mary 2 queries: cunard; cunard cruises 2023;cunard definition

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

Company Name	Type	Pop. growth	Growth change	Related topics
MSC Cruises	Company	94.0	2.1	topics: Seascap; Royal Caribbean Group;Port Canaveral; Miami International Airportqueries: msc; msc seascape;msc cruises 2023; msc status match queries: msc c; msc status match
Hims	Telehealth company	80.9	-0.2	topics: Tablet;Sildenafil; Anxiety queries: hims pills; does hims work;viagra;hims stocktwits
Factor75, LLC	Company	127.3	-3.6	topics: Weight loss;Meal preparation; Milkshake queries: factor meals; factor keto meals;factor food delivery; trifecta nutrition

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1432	Tritax Big Box Reit PLC	2023-01-09	7%	42%
768	Welltower Inc	2023-01-09	19%	24%
222	Royal Caribbean Cruises Ltd	2023-01-09	71%	21%
850	Republic Services Inc	2023-01-09	7%	16%
504	Nexon Co Ltd	2023-01-09	66%	15%
997	Electricite de France SA	2023-01-09	44%	10%
167	Localiza Rent a Car SA	2023-01-09	31%	10%
1211	Gjensidige Forsikring ASA	2023-01-09	7%	9%
1182	Powszechny Zaklad Ubezpieczen	2023-01-09	15%	9%
323	Alibaba Group Holding Ltd	2023-01-09	27%	7%
1010	Banco Bilbao Vizcaya Argentari	2023-01-09	14%	7%
321	United Continental Holdings In	2023-01-09	14%	6%
362	Casio Computer Co Ltd	2023-01-09	16%	5%
1272	Sofina SA	2023-01-09	27%	5%
1250	LEG Immobilien AG	2023-01-09	19%	5%
1131	EDP Energias de Portugal SA	2023-01-09	17%	3%
422	Dr Pepper Snapple Group Inc	2023-01-09	18%	3%

3. Google Trends Industries World - 2W Delta (2023-01-09, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Social media	11.5%	9.7%	topics: Media queries: social media; justin jefferson social media;most liked social media post; texas banning social media
Vacation	10.4%	6.1%	topics: Rent;Vacation property rentals queries: vacation; fly and swap;fly and swap vacations;fly and swap vacation
Lipstick	-23.1%	4.1%	topics: Estée Lauder;Color; Revlon Super Lustrous queries: lipstick; revlon glass shine lipstick rum raisin; revlon super lustrous glass shine lipstick rum raisin; stacey green lipstick
Retirement home	-9.5%	3.3%	topics: Home;Retirement;Kemerovo;Wesley Acres Retirement Home; St Louis Altnheim queries: retirement;maison retraite; maison de retraite;zwarte lijst rusthuizen;
Enterprise Resource Planning	9.9%	3.2%	topics: System;Software;Microsoft Dynamics NAV;Project manager; Procurement queries: erp;qad erp
Nintendo Switch	-6.7%	3.2%	topics: Nintendo queries: switch nintendo;nintendo; high on life nintendo switch;nintendo switch year in review; nintendo nx
Sports betting	2.6%	3.1%	topics: Sports;Odds;bet queries: nfl betting;prop bets; betting online;betting lines nfl;sports gambling
Restaurant	0.3%	2.9%	topics: Mexicans;Italian cuisine; Chinese cuisine queries: restaurant;restaurants; restaurants open on christmas near me; what restaurants are open on christmas day; what restaurants are open on christmas eve
Resort	-2.6%	2.8%	topics: Ski resort;Skiing;All-inclusive resort queries: resort; san pierre resort;breckenridge ski resort chair lift; resorts world hudson valley
Camping	-5.9%	2.8%	topics: Campsite queries: camping;acampamento bolsonarista; bahia honda state park;agua caliente camping; camping chairs near me
Hotel	-1.8%	2.8%	topics: Las Vegas;Resort;Room queries: hotel;hotels; deandre hopkins combine hotel room

3. Google Trends Industries World - 2W Delta (2023-01-09, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Non-alcoholic drink	5.9%	2.6%	topics: topics: Drink;Beer;Low-alcohol beer;Pomegranate; Grinch Punch;Cannabidiolqueries: non alcoholic; untitled art non alcoholic;mocktail recipes; can you drink non alcoholic beer while driving queries: quer; can you drink non alcoholic beer while driving
Car Rental	-13.7%	2.6%	topics: Car;Rent queries: rental;rental car;stix car rental
Cruise	44.0%	2.6%	topics: Cruise ship;Ship;Cayman Islands queries: cruise; cruise ship;apartment on cruise ship;mv narrative cruise ship
Suitcase	24.2%	2.4%	topics: Baggage;Travel;Hand luggage; Melanie McGuire queries: suitcase;bill mcguire suitcase; riding suitcase for toddler;xbox series s carrying case
Amusement park	10.6%	2.4%	topics: Park;Lionel Messi;Dude Perfect queries: theme park; amusement park;dude perfect theme park;lionel messi theme park; messi theme park location
Ferry	13.1%	2.3%	topics: Island;Seattle queries: ferry;bolivar ferry wait time; mobile bay ferry;hatteras ferry twitter
Weight loss	-1.9%	2.2%	topics: Semaglutide;Diet;Pharmaceutical drug;60 Minutes; Alpine Ice Sports Centre queries: weight loss; weight loss 60 minutes;alpine ice hack weight loss reviews; rhodiola weight loss
TV Show	-0.4%	2.2%	topics: Television;Crazy in Love; National Treasure queries: shows;series;tv shows; stephen boss movies and tv shows;the recruit cast; henry cavill warhammer show
hiking apparel	-16.9%	2.1%	topics: Clothing;Hiking;Hawaii;Leggings; Summer queries: hiking clothes;hiking gear; hiking clothes for men;ropa de senderismo
Hand luggage	46.4%	2.0%	topics: Baggage;Size;Bag queries: carry on; is there a weight limit for carry on bags;breeze airways; southwest carryon policy
Vacation rental	-26.9%	2.0%	topics: Rent;Vacation queries: vacation rentals;ferienwohnung; cabin;treehouse vacation rentals;cabin in the woods; amelia island vacation rentals

3. Google Trends Industries World - 2W Delta (2023-01-09, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Doll	-6.2%	2.0%	topics: topics: Infant;American Girl;Baby Dollqueries: doll; american girl doll 2023 kavi sharma; american girl doll controversy; who plays megan the doll queries: queries: doll; who plays megan the doll
Musical Instrument	3.9%	1.9%	topics: Ukulele;Genre;Mbira;Suite queries: instrument; instruments;clamp on a stringed instrument; clamp on stringed instrument;dwarf fortress instruments
Skin care	4.4%	1.9%	topics: Skin;O HUI queries: skincare;skin care;o hui skincare; harvey ross skin care reviews;keys skin care

4. Google Trends Industries USA - 2W Delta (2023-01-09, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Business	-28.6%	7.4%	topics: Business;Software;Enterprise software; Google Business Profile;Market economy; Guatemala City queries: empresa;empresas;provinet empresas
Digital camera	9.8%	5.6%	topics: Camera;Canon PowerShot G7 X Mark II; Panasonic Lumix DC-GH5S;Focus queries: camera;digital; digital camera;olympus pen f; mobile devices such as laptops or digital cameras can be cha; polaroid 16mp waterproof digital camera
Vacation	-27.4%	5.0%	topics: Rent;Vacation property rentals queries: vacation; fly and swap;fly and swap vacations;fly and swap vacation
Car Rental	-31.1%	4.9%	topics: Car;Rent queries: rental;rental car;stix car rental
Vehicle Insurance	-5.8%	4.6%	topics: cheap;Sales quote queries: insurance;insurance car
Skin care	13.8%	4.3%	topics: Skin;O HUI queries: skincare;skin care;o hui skincare; harvey ross skin care reviews;keys skin care
Cloud computing	20.1%	4.2%	topics: Video game;Cloud gaming;Google Cloud Platform;Dropbox; Virtual private cloud;Architect queries: cloud
Moisturizer	12.3%	4.1%	topics: Face;Cream;Skin queries: moisturizer; bubble slam dunk moisturizer; is cerave moisturizing cream good for face;bubble moisturizer
Slipper	20.7%	3.9%	topics: UGG queries: slippers;ugg tasman slippers driftwood
Vacation rental	-55.3%	3.8%	topics: Rent;Vacation queries: vacation rentals;ferienwohnung; cabin;treehouse vacation rentals;cabin in the woods; amelia island vacation rentals
Lipstick	-42.3%	3.7%	topics: Estée Lauder;Color; Revlon Super Lustrous queries: lipstick; revlon glass shine lipstick rum raisin; revlon super lustrous glass shine lipstick rum raisin; stacey green lipstick

4. Google Trends Industries USA - 2W Delta (2023-01-09, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Mattress	-15.3%	2.7%	topics: topics: Bed;Mattress pad;Air mattress queries: mattress; sonu mattress queries: queries: mattress;sonu mattress
Coffeemaker	3.2%	2.7%	topics: Coffee queries: coffee;coffee maker; battery powered coffee maker
Airline ticket	-5.7%	2.7%	topics: Ticket;Airplane queries: tickets;uçak bileti;skiplagged; best place to buy airline tickets; can you get a refund on plane tickets

6. Wikipedia - 2W Delta (2023-01-09, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
381	Seven & i Holdings Co Ltd		2621	4.9%	16.0%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	8325	55.3%	12.7%
506	TUI AG	en.wikipedia.org/wiki/TUI_Group	2538	26.1%	7.4%
5	Puma SE	en.wikipedia.org/wiki/Puma_(brand)	2675	33.1%	6.8%
429	AirAsia Bhd	en.wikipedia.org/wiki/Indonesia_AirAsia_Flight_8501	4865	58.4%	6.6%
432	American Airlines Group Inc	en.wikipedia.org/wiki/American_Airlines	4087	9.9%	6.4%
196	Oriental Land Co Ltd		3441	36.2%	5.4%
929	Facebook Inc	en.wikipedia.org/wiki/2021_Facebook_outage	54354	39.8%	5.2%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/List_of_Ubisoft_games	41064	-2.2%	5.2%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_Athletica	2833	32.6%	5.2%

7. Wikipedia Pages- 2W Delta (2023-01-09, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Vivienne_Westwood	126892	760%	711%
433	Southwest Airlines Co	en.wikipedia.org/wiki/Southwest_Airlines	25605	46%	55%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Diablo_IV	13824	127%	48%
		en.wikipedia.org/wiki/Big_Mac_Index	46655	228%	33%
		en.wikipedia.org/wiki/Gloria_Vanderbilt	54054	-9%	27%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/Mythic_Quest	39740	81%	22%
110	Ford Motor Co	en.wikipedia.org/wiki/Mike_Rowe	25866	30%	19%
		en.wikipedia.org/wiki/YG_Entertainment	21788	-18%	18%
		en.wikipedia.org/wiki/Michelin_Guide	27184	-4%	15%
2	Mattel Inc	en.wikipedia.org/wiki/Barbie	11718	-2%	13%
947	LVMH	en.wikipedia.org/wiki/LVMH	73583	67%	13%
812	Capital One Financial Corp	en.wikipedia.org/wiki/Rose_Bowl_Game	109900	38%	12%
		en.wikipedia.org/wiki/Polestar	10978	19%	11%
		en.wikipedia.org/wiki/Hybe_Corporation	19647	-4%	11%
503	Konami Holdings Corp	en.wikipedia.org/wiki/Metal_Gear	17686	17%	10%
1069	BAE Systems PLC	en.wikipedia.org/wiki/BAE_Systems	14586	32%	9%
		en.wikipedia.org/wiki/Erin_Brockovich	25041	6%	9%
		en.wikipedia.org/wiki/WWE	63563	15%	8%
692	Wells Fargo & Co	en.wikipedia.org/wiki/Wells_Fargo	24488	16%	8%
		en.wikipedia.org/wiki/Delta_Air_Lines	24986	21%	8%
		en.wikipedia.org/wiki/Chick-fil-A	22337	22%	7%
458	Volkswagen AG	en.wikipedia.org/wiki/Bugatti	17783	1%	7%
432	American Airlines Group Inc	en.wikipedia.org/wiki/American_Airlines	21612	12%	7%
351	Hyundai Motor Co	en.wikipedia.org/wiki/Hyundai_Motor_Company	21489	4%	6%
459	Peugeot SA	en.wikipedia.org/wiki/Stellantis	37720	3%	6%

8. Instagram - 2W Delta (2022-04-11 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
91	Electrolux AB		20.2%	698.8%	67.5%
13	Accell Group NV		4.6%	311.5%	47.3%
68	Sleep Number Corp	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 (2023-01-07, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
238	Starbucks Corp	Starbucks	58	18.4%	20.8%
109	Foot Locker Inc	FordPass™	237	26.1%	19.0%
887	Expedia Inc	Vrbo Vacation Rentals; Hotels.com: Travel Booking; Travelocity Hotels & Flights	217	2.5%	9.7%
1214	Next PLC	Copper - Kids & Teen Banking	295	12.9%	9.1%
120	General Motors Co	myChevrolet	251	18.5%	6.5%
206	PayPal Holdings Inc	PayPal - Send, Shop, Manage; Venmo; PayPal Business	124	3.0%	6.0%
798	Allstate Corp	Allstate® Mobile	250	7.4%	4.1%
547	JPMorgan Chase & Co	Chase Mobile®: Bank & Invest	103	5.9%	2.9%
551	Walt Disney Co	Disney+; ESPN: Live Sports & Scores; My Disney Experience	167	4.7%	1.3%

10. AppStore Publishers USA - 2W Delta (2023-01-07, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	GMRD Apps Limited	Impulse - Brain Training	102	-17.8%	7.1%
	Chick-fil-A, Inc.	Chick-fil-A	87	21.9%	5.8%
	Bytedance Pte. Ltd	CapCut - Video Editor	9	28.4%	4.5%
812	Capital One Financial Corp	Capital One Mobile	76	25.0%	4.4%
	JPMorgan Chase & Co.	Chase Mobile®: Bank & Invest	95	6.2%	3.0%
489	Walgreens Boots Alliance Inc		166	3.4%	2.3%
	Affirm, Inc.		102	18.3%	1.7%
	Telegram FZ-LLC	Telegram Messenger	24	18.5%	1.6%
945	Shopify Inc	Shop: All your favorite brands	35	11.1%	1.6%

11. Online Retail Amazon - 2W Delta (2023-01-02, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
503	Konami Holdings Corp	323	135.8%	26.1%
179	Capri Holdings Limited	779	-18.1%	7.7%
427	Lenovo Group Ltd	1155	-17.2%	7.3%
39	Breville Group Ltd	1533	44.1%	7.2%
66	Tapestry Inc	477	25.2%	6.5%
947	LVMH	385	18.1%	6.5%
16	Amazon.com Inc	37776	67.4%	5.9%
958	Funko Inc	570	-36.9%	5.6%
20	Apple Inc	661	19.1%	5.4%
189	Nike Inc	2058	39.5%	5.2%
442	Shimano Inc	652	-10.9%	4.1%
526	General Mills Inc	719	-43.4%	4.0%
391	Electronic Arts Inc	5537	-3.0%	3.7%
225	Samsonite International SA	1165	1.5%	3.4%

12. Online Retail Walmart - 2W Delta (2023-01-09, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
233	Skechers USA Inc	4731	953.7%	500.4%
71	Crocs Inc	1053	290.0%	121.7%
268	Under Armour Inc	1419	233.9%	75.7%
441	Bandai Namco Holdings Inc	186	106.7%	48.2%
6	Guess? Inc	142	26.8%	38.1%
457	Goodyear Tire & Rubber Co	4069	404.2%	25.9%
240	Steven Madden Ltd	391	7.4%	25.7%
290	Wolverine World Wide Inc	267	9.4%	23.6%
45	Burberry Group PLC	423	103.4%	21.3%
202	Oxford Industries Inc	641	99.1%	18.5%
365	LG Electronics Inc	1483	49.8%	14.6%
417	Unilever PLC	118	-16.3%	13.8%
416	Beiersdorf AG	525	4.6%	13.7%
203	Pandora A/S	164	-49.1%	11.8%
2	Mattel Inc	7199	13.0%	11.1%
538	Fujifilm Holdings Corp	761	1.2%	6.4%
264	Techtronic Industries Co Ltd	1123	38.8%	6.0%

13. Online Retail Bestbuy - 2W Delta (2023-01-09, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
179	Capri Holdings Limited	351	466.1%	91.9%
365	LG Electronics Inc	9226	4.5%	17.1%
957	Capcom	210	-11.4%	15.5%
903	Seagate Technology PLC	3622	19.6%	13.1%
537	Acer Inc	748	59.1%	13.1%
475	Sharp Corp	783	-31.3%	12.4%
426	Seiko Epson Corp	2345	3.8%	11.1%
541	HP Inc	3771	-4.9%	7.4%
906	Western Digital Corp	4914	-28.2%	7.3%
424	Samsung Electronics Co Ltd	24444	2.7%	6.7%
122	GoPro Inc	731	51.0%	5.2%
502	Ubisoft Entertainment SA	1373	7.4%	4.8%
106	Fitbit Inc	853	-12.2%	4.7%
540	Logitech International SA	5720	21.6%	4.1%
505	Activision Blizzard Inc	366	-35.4%	3.1%

14. Job Listings - 2W Delta (2023-01-09, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1247	Smiths Group PLC	233	100.0%	135%
48	Cabela's Inc	399	94.8%	118%
1046	Innogy SE	447	97.5%	102%
138	Hibbett Sports Inc	3147	70.7%	90%
878	FMC Technologies	447	100.0%	82%
149	Intuit Inc	5489	6.1%	71%
183	Monro Inc	1380	22.6%	67%
1176	TechnipFMC PLC	307	67.1%	64%
236	Sports Direct International PL	262	60.0%	50%
692	Wells Fargo & Co	7003	-13.8%	48%
1011	Siemens Healthineers AG	5612	36.8%	47%
224	Sally Beauty Holdings Inc	6490	52.3%	46%
1055	E.ON SE	577	86.9%	40%
1034	Fresenius SE & Co KGaA	383	49.3%	36%
59	Cedar Fair LP	251	74.3%	36%
993	Iberdrola SA	317	100.0%	34%
427	Lenovo Group Ltd	1249	-2.4%	33%
584	Aflac Inc	890	69.1%	30%
1184	Santander Bank Polska SA	1220	35.8%	28%
895	Xylem Inc	918	6.9%	28%
1070	Aviva PLC	725	24.9%	25%
250	Tempur Sealy International Inc	493	9.7%	25%
1123	STMicroelectronics NV	779	39.7%	23%
175	McDonald's Corp	54810	-19.4%	23%
1186	Centrica PLC	136	-43.2%	23%
211	Polaris Industries Inc	336	52.7%	23%
160	Kate Spade	420	-10.2%	22%
1411	Valmet Oyj	375	100.0%	22%
535	Whitbread PLC	1996	34.0%	22%
655	Humana Inc	1553	4.8%	22%

15. Employee Company Ratings - 2W Delta (2023-01-09, 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
6	Guess? Inc	2211	29.1%		27.1%	0.0%	Rating
904	WestRock Co	2394	12.8%		14.1%	0.0%	Management
176	Medifast Inc	595	0.9%	6.4%	1.2%	0.0%	Outlook
1322	Telenet Group Holding NV	279	0.0%	5.6%	0.0%	0.0%	Outlook
1161	MTU Aero Engines AG	265	-0.7%	5.6%	-1.4%	0.0%	Outlook