

# **ASTUTEX TRENDSPOTTING**

**November 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
Amazon Robotics	Company	52.2	18.4	topics: Robotics
Saxenda	Drug brand	91.6	8.6	topics: Semaglutide
Mucinex	Drug brand	27.0	5.9	topics: SUDAFED queries: flu medicine
Aetna	Managed care company	15.6	3.3	topics: CVS Pharmacy;Insurance; Health insurance;Pharmacy; Preferred provider organization
Canva	Graphic design company	200.8	2.7	topics: Hootsuite;Hootsuite; Constant Contact;Adobe;Sprout Social
SUDAFED	Drug brand	20.2	2.5	
UnitedHealth Group	Insurance company	18.6	1.7	topics: Preferred provider organization; Aetna;High-deductible health plan;Cigna; Humana
UMR	Insurance company	17.8	1.5	topics: Preferred provider organization; UnitedHealth Group; High-deductible health plan
Goldman Sachs	Investment banking company	29.3	0.7	topics: Citigroup;Citibank;Investment fund; Ally Financial;Morgan Stanley

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1256	Arkema SA	2022-11-14	49%	45%
1164	Symrise AG	2022-11-14	21%	44%
1445	ASM International NV	2022-11-14	-29%	18%
849	Aetna Inc	2022-11-14	11%	12%
538	Fujifilm Holdings Corp	2022-11-14	15%	7%
1408	Rexel SA	2022-11-14	-6%	5%
1330	Nemetschek SE	2022-11-14	17%	4%
745	Amgen Inc	2022-11-14	18%	4%
1189	Teleperformance SE	2022-11-14	8%	3%
1159	Informa PLC	2022-11-14	36%	3%
217	Rapid7 Inc	2022-11-14	31%	2%
1030	Volvo AB	2022-11-14	-5%	2%
823	National Oilwell Varco Inc	2022-11-14	16%	2%
733	UnitedHealth Group Inc	2022-11-14	18%	1%

### 3. Google Trends Industries World - 2W Delta (2022-11-14, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Black Friday	-12.9%	3.8%	topics: 2022 queries: black friday; black friday deals walmart ad;home depot black friday ad 2022; slickdeals
Social media	-4.4%	3.3%	topics: Media;Parler queries: social;social media; bluesky social;jack dorsey;cohost social media
Enterprise Resource Planning	23.0%	3.0%	topics: System;Software;Microsoft Power BI;Computer hardware; United Arab Emirates queries: erp;erp for food industry; what does erp mean in rp
3D Printing	17.4%	2.8%	topics: Printing;Three-dimensional space;Printer queries: 3d; best 3d printer for kids;best things to 3d print;thingiverse
Pharmaceutical industry	-3.7%	2.2%	topics: Pharmaceutical drug;Company queries: pharma; pharmaceutical;milestone pharmaceuticals; mark cuban pharmaceutical company;api meaning pharma
Road	12.9%	1.8%	topics: Travel;Distance;Road trip;Alberta Motor Association; New York City Marathon queries: road;estradas bloqueadas; bloqueio estradas;road conditions idaho
Moisturizer	18.6%	1.6%	topics: Cream;Face queries: moisturizer;soko glam; what moisturizer moisturizer nyt; cerave resurfacing retinol serum
Sports	-2.6%	1.6%	topics: Sports;Bar;Sports betting;Donda queries: sports; bpa in sports bras;donda sports;donda sports athletes
Marketing	7.8%	1.6%	topics: Digital marketing;Business queries: marketing; scaramouche drip marketing; understand rois for prioritizing marketing initiatives how t
Accounting	8.4%	1.5%	topics: Account;Accountant;Business queries: accounting; international accounting day;forensic accounting degree; an accounting worker who processes routine details about acc
Jewelry design	-5.7%	1.4%	topics: Jewellery;Design;Christmas tree;Craft; Course queries: jewellery;jewelry designers;jewellery design; gemmyo;guide joaillerie wotlk

### 3. Google Trends Industries World - 2W Delta (2022-11-14, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
News	-9.7%	1.3%	topics: topics: Breaking news;Ukraine;Yahoo! News; James Cordenqueries: news;migos news;toby keith news cancer; james corden news queries: queries: news;james corden news
Dialysis	8.0%	1.2%	topics: Hemodialysis;2012 California Proposition 30; California ballot proposition queries: dialysis;prop 30; prop 31;dialysis 3 times a week life expectancy
Vacation	-4.0%	1.2%	topics: Rent;Vacation property rentals queries: vacation; delta vacations promo code; my husband is currently on vacation with his mistress; vacations for vets
Tracksuit	-4.1%	1.1%	topics: Man;Suit;Nike;Track and field;Baby Phat; Diesel queries: tracksuit;nike;ed hardy tracksuit; diesel tracksuit;psg tracksuit
Computer security	24.6%	1.1%	topics: Security queries: security;cyber security; you need to add security for your wireless network. you woul; home depot hiring remote;home depot cyber security jobs; windows security button
Musical Instrument	1.8%	1.0%	topics: Music;used;Charlie Parker queries: instrument; instruments;charlie parker instrument; instrument played by parker; instrument played by charlie crossword
Foodservice	-0.3%	1.0%	topics: Food;Service;Institution;Sustainability; Managed services queries: food service;taher food service; the food code is created by which government agency; how many major food allergens are there
Robotics	30.4%	1.0%	topics: Robot;Layoff;Pneumatics; University of Illinois Urbana-Champaign queries: robotics; sophia robot;shift robotics moonwalkers; miso robotics stock price;robotic synonym
Nutrition	5.3%	0.9%	topics: Nutrition facts label queries: nutrition
Cloud computing	25.4%	0.9%	topics: Google Cloud Platform;Video game; Amazon Web Services queries: cloud;ableton cloud
TV	1.6%	0.9%	topics: Television;Samsung;Apple;Selena Gomez; Black Friday queries: tv;selena gomez documentary; selena gomez apple tv;walmart black friday 2022

### 3. Google Trends Industries World - 2W Delta (2022-11-14, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Tool	6.4%		topics: topics: Toolbox;Paraphrase;Boxqueries: tool;tools; jim bode tools;red dog tools;
Alcoholic drink	1.4%	0.8%	topics: Drink queries: alcohol;fat washing alcohol
Toothpaste	6.8%	0.8%	topics: Tooth;Tooth whitening;Fluoride queries: toothpaste; colgate total whitening toothpaste;euthymol toothpaste; signal toothpaste

#### 4. Google Trends Industries USA - 2W Delta (2022-11-14, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Black Friday	-26.3%	7.0%	topics: 2022 queries: black friday; black friday deals walmart ad;home depot black friday ad 2022; slickdeals
Education	27.3%	1.6%	topics: Teacher;Board of education; Special education queries: education; colorado state board of education;attorney general colorado; patricia guerrero
Road	10.4%	1.3%	topics: Travel;Distance;Road trip;Alberta Motor Association; New York City Marathon queries: road;estradas bloqueadas; bloqueo estradas;road conditions idaho
Financial services	2.7%	0.8%	topics: Finance;Service;Jio queries: financial; financial services;kohls credit card;pge; kohls credit card login
News	-7.6%	0.8%	topics: Breaking news;Ukraine;Yahoo! News; James Corden queries: news;migos news;toby keith news cancer; james corden news
Tax	-1.5%	0.8%	topics: Property;Property tax;U.S. County; 1,000,000,000 queries: tax; california middle class tax refund card;new tax brackets 2023; powerball payout after taxes
Video card	-10.4%	0.6%	topics: Nvidia;Personal computer; Video game queries: graphics card;latest nvidia graphics card; xbox series x graphics card equivalent;videocards
Pharmaceutical drug	11.9%	0.3%	topics: Medicine;Drug;Product recall queries: medication; tercian medication;fda recalls blood pressure medication; blood pressure medication recall
Lingerie	-14.2%	0.3%	topics: Undergarment;Brand;Ángela Aguilar queries: lingerie; fenty beauty;french lingerie brands;■■■■■ ■■■■■■
Self storage	-16.1%	0.3%	topics: The New York Times crossword puzzle queries: storage; large storage unit crossword;large storage unit nyt crossword; taycan and macan
Music	16.3%	0.2%	topics: Apple Music;Sheet music;Music video;Bejeweled; Antihero queries: music;bejeweled music video; amazon music changes;taylor swift bejeweled music video



#### 4. Google Trends Industries USA - 2W Delta (2022-11-14, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cosmetics	-10.6%	0.2%	topics: topics: Face;Foundation;Eye;Playboi Carti; La Calavera Catrina;Scarecrowqueries: makeup; laney chantal makeup artist;last minute halloween costumes; dalmatian makeup queries: queries: makeup;dalmatian makeup
Sneakers	1.1%	0.2%	topics: Shoes;Woman queries: sneakers;shop white sneakers; shop white sneakers near me
Payment	5.8%	0.1%	topics: Invoice;Credit;Tax queries: pay;payment; how much did elon musk pay for twitter; propertytax.lacounty.gov pay online;mctr payment
Dialysis	1.7%	0.1%	topics: Hemodialysis;2012 California Proposition 30; California ballot proposition queries: dialysis;prop 30; prop 31;dialysis 3 times a week life expectancy
Nutrition	8.4%	0.1%	topics: Nutrition facts label queries: nutrition
Book	18.1%	0.0%	topics: Reading;PDF;Children's literature queries: book;books; hebrews to negro book;matthew perry book tour

## 5. Website Traffic - 2W Delta (2022-11-12, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
353	Ambev SA	2.254230	931%	107%
440	NetEase Inc	3745.458076	482%	44%
12	Associated British Foods PLC	9.319230	152%	28%
632	PerkinElmer Inc	1.894384	139%	17%
3	NCSOFT Corp	17.746615	-4%	14%
335	Dassault Systemes SE	10.460769	75%	14%
780	State Street Corp	2.034384	79%	14%
197	Ollie's Bargain Outlet Holding	1.786153	123%	14%
167	Localiza Rent a Car SA	5.895692	66%	14%
680	Micron Technology Inc	3.457923	74%	12%
742	WEC Energy Group Inc	2.734692	33%	9%
180	Midea Group Co Ltd	17.241230	29%	9%
452	Synopsys Inc	7.623230	9%	9%
81	DFS Furniture PLC	1.311461	15%	8%
381	Seven & i Holdings Co Ltd	15.674846	107%	8%
766	Gilead Sciences Inc	1.173615	14%	8%
620	Corning Inc	2.040307	17%	7%
219	Rent-A-Center Inc	1.228615	12%	6%
630	Eaton Corporation PLC	7.810615	31%	6%
554	Exxon Mobil Corp	3.721461	28%	6%

## 6. Wikipedia - 2W Delta (2022-11-14, 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	5849	116.7%	19.2%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_murder	3211	41.5%	12.5%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	17593	34.8%	11.4%
14	Adidas AG	en.wikipedia.org/wiki/Adidas	10006	15.3%	11.4%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Activision_Blizzard	76571	-1.1%	10.0%
328	Yamaha Corp	en.wikipedia.org/wiki/Yamaha_Motor_Company	3285	17.1%	10.0%
2	Mattel Inc	en.wikipedia.org/wiki/CadZZilla	30213	16.4%	9.2%
747	Comcast Corp	en.wikipedia.org/wiki/Comcast	4736	17.7%	9.0%
947	LVMH	en.wikipedia.org/wiki/LVMH	19106	-1.3%	8.1%
189	Nike Inc	en.wikipedia.org/wiki/Nike_Oregon_Project	13564	13.0%	8.0%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2751	-23.4%	7.1%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	7784	43.9%	7.0%
852	Goldman Sachs Group Inc	en.wikipedia.org/wiki/Goldman_Sachs	2755	12.8%	6.2%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	44454	13.7%	6.1%
859	Alphabet Inc	en.wikipedia.org/wiki/Outline_VPN	205517	25.2%	5.8%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/PayPal	9475	16.0%	5.8%
870	MetLife Inc	en.wikipedia.org/wiki/MetLife_Building	2805	11.8%	5.5%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	4636	58.1%	5.3%

## 7. Wikipedia Pages- 2W Delta (2022-11-14, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	50238	105,297%	19,320%
187	Netflix Inc	en.wikipedia.org/wiki/Millarworld	32035	2,269%	586%
		en.wikipedia.org/wiki/Big_Mac_Index	14659	181%	106%
		en.wikipedia.org/wiki/AbeBooks	24594	559%	104%
		de.wikipedia.org/wiki/Spotify	22680	313%	89%
		en.wikipedia.org/wiki/Harrods	78415	158%	84%
		en.wikipedia.org/wiki/Alexa_Internet	26758	297%	53%
		en.wikipedia.org/wiki/Parler	12063	172%	32%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/X.com	26782	88%	28%
		en.wikipedia.org/wiki/Spotify	114192	79%	25%
		en.wikipedia.org/wiki/Resident_Evil_Village	27392	9%	25%
		en.wikipedia.org/wiki/Infosys	41737	137%	18%
		en.wikipedia.org/wiki/Cargill	17386	70%	17%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/Mythic_Quest	36652	-14%	17%
		en.wikipedia.org/wiki/Bet9ja	61194	25%	16%
		en.wikipedia.org/wiki/Activision	19386	-4%	16%
14	Adidas AG	en.wikipedia.org/wiki/Adidas	44406	46%	16%
		en.wikipedia.org/wiki/Louis_Vuitton	25412	17%	14%
947	LVMH	fr.wikipedia.org/wiki/Bernard_Arnault	14459	-10%	14%
14	Adidas AG	en.wikipedia.org/wiki/Stella_McCartney	14696	26%	13%
161	Kering SA	en.wikipedia.org/wiki/Stella_McCartney	14696	26%	13%
		en.wikipedia.org/wiki/Pinterest	68352	22%	13%
98	Etsy Inc	en.wikipedia.org/wiki/Etsy	17705	34%	13%
		en.wikipedia.org/wiki/Foxconn	28616	46%	12%
		en.wikipedia.org/wiki/Decathlon_(retailer)	17851	40%	12%
		en.wikipedia.org/wiki/North_Hollywood_shootout	14142	52%	12%
110	Ford Motor Co	en.wikipedia.org/wiki/Mike_Rowe	13579	45%	12%
5	Puma SE	en.wikipedia.org/wiki/Puma_(brand)	19506	12%	11%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	991453	58%	11%
		en.wikipedia.org/wiki/Revolut	16200	57%	10%
458	Volkswagen AG	en.wikipedia.org/wiki/Lamborghini	35202	4%	9%
		en.wikipedia.org/wiki/Fox_Broadcasting_Company	32067	9%	9%
		en.wikipedia.org/wiki/IKEA	41243	38%	9%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	19920	68%	9%

## 7. Wikipedia Pages- 2W Delta (2022-11-14, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		<a href="https://en.wikipedia.org/wiki/UKG">en.wikipedia.org/wiki/UKG</a>	30223	279%	8%
947	LVMH	<a href="https://en.wikipedia.org/wiki/LVMH">en.wikipedia.org/wiki/LVMH</a>	36667	0%	8%
		<a href="https://en.wikipedia.org/wiki/Indeed">en.wikipedia.org/wiki/Indeed</a>	21305	27%	8%
189	Nike Inc	<a href="https://en.wikipedia.org/wiki/Nike%2C_Inc.">en.wikipedia.org/wiki/Nike%2C_Inc.</a>	50604	35%	8%
323	Alibaba Group Holding Ltd	<a href="https://en.wikipedia.org/wiki/AliExpress">en.wikipedia.org/wiki/AliExpress</a>	46082	34%	8%
		<a href="https://en.wikipedia.org/wiki/HDFC_Bank">en.wikipedia.org/wiki/HDFC_Bank</a>	32742	39%	8%
		<a href="https://en.wikipedia.org/wiki/GitHub">en.wikipedia.org/wiki/GitHub</a>	34913	1%	7%
143	Hugo Boss AG	<a href="https://en.wikipedia.org/wiki/Hugo_Boss">en.wikipedia.org/wiki/Hugo_Boss</a>	11610	16%	7%
852	Goldman Sachs Group Inc	<a href="https://en.wikipedia.org/wiki/Goldman_Sachs">en.wikipedia.org/wiki/Goldman_Sachs</a>	20042	14%	7%
328	Yamaha Corp	<a href="https://en.wikipedia.org/wiki/Nayib_Bukele">en.wikipedia.org/wiki/Nayib_Bukele</a>	22742	46%	7%
474	Best Buy Co Inc	<a href="https://en.wikipedia.org/wiki/Best_Buy">en.wikipedia.org/wiki/Best_Buy</a>	14534	9%	7%
837	Yum! Brands Inc	<a href="https://en.wikipedia.org/wiki/Pizza_Hut">en.wikipedia.org/wiki/Pizza_Hut</a>	22470	66%	6%
213	Booking Holdings Inc.	<a href="https://en.wikipedia.org/wiki/Booking.com">en.wikipedia.org/wiki/Booking.com</a>	18586	76%	6%
347	Renault SA	<a href="https://en.wikipedia.org/wiki/Renault">en.wikipedia.org/wiki/Renault</a>	14352	1%	6%
		<a href="https://en.wikipedia.org/wiki/Aldi">en.wikipedia.org/wiki/Aldi</a>	23219	24%	6%
747	Comcast Corp	<a href="https://en.wikipedia.org/wiki/Comcast">en.wikipedia.org/wiki/Comcast</a>	20726	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 (2022-11-12, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
44	Buffalo Wild Wings Inc	Buffalo Wild Wings	242	15.8%	7.9%
115	Gap Inc	Gap	286	5.4%	7.7%
947	LVMH	Sephora US: Makeup & Skincare	243	21.6%	7.2%
114	GameStop Corp	GameStop	292	6.4%	6.6%
40	Brinker International Inc	Chilis	267	9.8%	6.5%
146	Industria de Diseno Textil SA	ZARA	250	18.3%	6.3%
611	Cigna Corp	myCigna	269	21.4%	6.0%
83	DineEquity Inc	IHOP; Applebee's	260	15.5%	6.0%
15	American Eagle Outfitters Inc	AE + Aerie	268	12.0%	6.0%
946	Cracker Barrel Old Country Store	Cracker Barrel	301	5.0%	5.7%
74	Darden Restaurants Inc	Olive Garden Italian Kitchen; LongHorn Steakhouse®	308	4.3%	5.7%
24	ASOS PLC	ASOS	302	4.5%	5.2%
80	Dennys Corp	Denny's	287	10.3%	4.9%
268	Under Armour Inc	Map My Run by Under Armour; Under Armour	309	4.5%	4.9%
34	Bloomin' Brands Inc	Outback Steakhouse	319	2.6%	3.3%
259	Tractor Supply Co	Tractor Supply	288	15.7%	3.1%
269	Urban Outfitters Inc	Urban Outfitters	320	3.6%	3.1%
109	Foot Locker Inc	FordPass™; Champs Sports: Kicks & Apparel	294	10.3%	2.4%
129	Haier Electronics Group Co Ltd	SmartHQ	281	29.9%	2.4%
128	Habit Restaurants Inc	The Habit Burger Grill	301	16.0%	2.2%
175	McDonald's Corp	McDonald's; McDonald's Offers and Delivery; McDonald's - Non-US	199	21.5%	2.0%
256	TJX Companies Inc	T.J.Maxx; Marshalls Official	327	4.7%	1.7%
1268	Delivery Hero SE	talabat: Food & Grocery order; foodpanda - Food Delivery; PedidosYa - Delivery App	329	3.4%	1.2%
458	Volkswagen AG	myAudi; myVW	365	4.8%	1.1%
1417	Signify NV	Philips Hue	291	20.2%	1.1%
464	Fiat Chrysler Automobiles NV	Uconnect; Jeep®	309	3.8%	1.0%

10. AppStore Publishers USA - 2W Delta (2022-11-12, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
20	Apple Inc	Shazam: Music Discovery	119	2.7%	9.7%
	EVOLLY.APP	TV Remote - Universal Control	119	13.2%	5.8%
837	Yum! Brands Inc	Taco Bell Fast Food & Delivery; Pizza Hut - Delivery & Takeout	131	2.2%	5.0%
175	McDonald's Corp	McDonald's	14	18.4%	4.6%
	Duolingo	Duolingo - Language Lessons	82	25.3%	4.6%
	Bytedance Pte. Ltd	CapCut - Video Editor	23	22.8%	4.0%
	Domino's Pizza LLC	Domino's Pizza USA	111	4.7%	3.8%
574	Microsoft Corp	Microsoft Teams; Microsoft Outlook; Microsoft Authenticator	66	2.8%	3.5%
	WarnerMedia	HBO Max: Stream TV & Movies	57	-11.5%	3.3%
	Ticketmaster	Ticketmaster-Buy, Sell Tickets	23	15.4%	2.5%
	ROADGET BUSINESS PTE. LTD.	SHEIN - Online Fashion	30	4.6%	2.3%
	Lyft, Inc.	Lyft	53	1.3%	2.0%
189	Nike Inc	Nike: Shoes, Apparel, Stories; Nike SNKRS: Sneaker Release	39	1.8%	1.7%
812	Capital One Financial Corp	Capital One Mobile	73	16.2%	1.7%
	Uber Technologies, Inc.	Uber - Request a ride; Uber Eats: Food Delivery	23	0.6%	1.6%



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

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
525	Campbell Soup Co	330	107.5%	27.2%
528	Kraft Heinz Co	1254	55.4%	10.0%
5	Puma SE	1474	37.8%	8.7%
26	Avon Products Inc	876	19.5%	8.6%
663	Kimberly-Clark Corp	405	-26.4%	8.0%
238	Starbucks Corp	2018	-3.1%	7.1%
956	Square Enix	866	8.0%	6.8%
365	LG Electronics Inc	1099	-20.2%	6.6%
233	Skechers USA Inc	4167	-4.6%	6.4%
188	Newell Brands Inc	3513	-13.0%	5.0%
2	Mattel Inc	6322	1.6%	5.0%
14	Adidas AG	8481	15.9%	4.7%
362	Casio Computer Co Ltd	2917	-14.2%	4.5%
505	Activision Blizzard Inc	1484	28.5%	4.3%
958	Funko Inc	755	-41.7%	4.3%
283	Whirlpool Corp	2717	4.0%	4.1%
600	Berkshire Hathaway Inc	5161	7.1%	3.6%
67	Columbia Sportswear Co	3049	-2.6%	3.4%
541	HP Inc	7983	-10.0%	3.3%
427	Lenovo Group Ltd	811	-37.0%	3.1%
615	Colgate-Palmolive Co	1330	13.2%	3.1%
179	Capri Holdings Limited	470	-36.3%	3.1%

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

<b>AstutexID</b>	<b>Company Name</b>	<b>Rating</b>	<b>Rating 13W Growth YoY</b>	<b>2W Change (13W YoY)</b>
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 (2022-11-14, 13 weeks YoY) (Part 1)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Rating</b>	<b>Rating 13W Growth YoY</b>	<b>2W Change (13W YoY)</b>
122	GoPro Inc	569	19.8%	11.2%
956	Square Enix	875	-6.1%	6.6%
179	Capri Holdings Limited	245	276.9%	6.2%
39	Breville Group Ltd	1689	-10.9%	5.1%
363	Sony Corp	9729	11.8%	4.5%
538	Fujifilm Holdings Corp	966	5.2%	4.4%
188	Newell Brands Inc	119	-54.6%	3.6%
365	LG Electronics Inc	6635	-23.8%	3.6%

**14. Job Listings - 2W Delta (2022-11-07, 13weeks YoY) (Part 1)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Average number of jobs</b>	<b>Jobs 4W Growth YoY</b>	<b>2W Change (13W YoY)</b>
365	LG Electronics Inc	207	75.5%	78%
1271	Kion Group AG	953	29.8%	62%
977	Equinor ASA	357	54.9%	61%
92	Elior Group SA	946	98.8%	60%
1393	AAK AB (publ)	174	26.2%	43%
824	Quest Diagnostics Inc	3425	19.2%	43%
119	Gerry Weber International AG	232	28.5%	39%
1161	MTU Aero Engines AG	284	31.0%	38%
651	Fortive Corp	719	26.1%	38%
1361	Saab AB	514	61.0%	37%
817	Iron Mountain Inc	1086	11.3%	35%
1241	Bank Polska Kasa Opieki SA	472	92.9%	35%
1032	BT Group PLC	547	3.9%	33%
767	Huntington Bancshares Inc	1365	72.8%	32%
144	Husqvarna AB	208	63.7%	30%
765	Fifth Third Bancorp	992	59.2%	30%
1402	Babcock International Group PL	503	28.3%	30%
1530	Keysight Technologies Inc	616	13.4%	28%
117	Genesco Inc	4966	78.7%	28%
663	Kimberly-Clark Corp	1050	72.7%	27%
673	Loews Corp	811	8.6%	27%
907	Church & Dwight Co Inc	216	26.0%	25%
1513	Dexcom Inc	189	-50.3%	25%
88	Duluth Holdings Inc	178	12.6%	25%
1448	freenet AG	165	-31.6%	25%
1148	Veolia Environnement SA	1628	-5.0%	23%
1416	Alten SA	1315	29.7%	23%
295	Xing SE	122	-12.5%	22%
844	ANSYS Inc	736	57.9%	21%
1575	Discovery Inc	548	14.3%	21%

15. Employee Company Ratings - 2W Delta (2022-11-07, 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	1384	1.3%	0.0%	41.3%	0.0%	Management
673	Loews Corp	1390	2.0%	7.0%	3.7%	0.0%	Outlook
379	Casino Guichard Perrachon SA	317	0.8%	6.0%	-0.8%	0.0%	Outlook
540	Logitech International SA	955	-0.4%	5.8%	2.4%	0.0%	Outlook
263	TrueCar Inc	421	3.8%		5.2%	0.0%	Management
106	Fitbit Inc	4794	4.3%	-1.2%	5.1%	0.0%	Management
659	Interpublic Group of Companies	579	-0.3%	5.0%	1.0%	0.0%	Outlook