

ASTUTEX TRENDSPOTTING

June 13, 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
Norse Atlantic Airways	Airline	1604.00	885.14	topics: Airline
Telemundo	Television broadcasting company	110.53	53.57	topics: Celebrity queries: casa de los f
Bethesda Softworks	Video game company	34.34	52.52	topics: Xbox
Porter Airlines	Regional airline	505.17	42.21	topics: Airline
Keystone	Beer brand	16.78	18.80	topics: Product recall
Enterprise Rent-A-Car	Car rental agency company	11.54	9.43	topics: Enterprise;Rent;Car rental; Car queries: enterprise car rental
Circle K	Convenience store company	46.36	5.36	queries: circle k easy pay
Star Line Mackinac Island Ferry Company	Company	36.96	0.31	topics: Mackinac Island
Dramamine	Drug brand	22.69	-1.76	topics: Motion sickness
VivaAerobús	Airline	26.99	-3.60	topics: Aeroméxico

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
619	SL Green Realty Corp	2022-06-20	7%	31%
279	Webjet Ltd	2022-06-20	91%	23%
740	Weyerhaeuser Co	2022-06-20	-8%	17%
780	State Street Corp	2022-06-20	28%	13%
356	Kirin Holdings Co Ltd	2022-06-20	12%	7%
883	Assurant Inc	2022-06-20	23%	6%
316	Korean Air Lines Co Ltd	2022-06-20	76%	6%
312	easyJet plc	2022-06-20	128%	5%
428	Japan Airlines Co Ltd	2022-06-20	94%	5%
508	Coway Co Ltd	2022-06-20	13%	5%
315	ANA Holdings Inc	2022-06-20	89%	3%
180	Midea Group Co Ltd	2022-06-20	11%	1%
225	Samsonite International SA	2022-06-20	66%	-2%
311	International Consolidated Air	2022-06-20	105%	-3%
310	Deutsche Lufthansa AG	2022-06-20	54%	-3%
293	Wyndham Worldwide Corp	2022-06-20	19%	-6%
467	Carlsberg A/S	2022-06-20	11%	-8%
392	Accor SA	2022-06-20	69%	-10%
276	Viking Line Abp	2022-06-20	53%	-28%
289	Wizz Air Holdings PLC	2022-06-20	76%	-41%

3. Google Trends Industries World - 2W Delta (2022-06-20, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Down jacket	31.4%	6.1%	topics: Jacket;Burgundy;Dwarf pufferfish;Velvet queries: puffer
Stock market	15.0%	4.9%	topics: Market;Stock;June 20 queries: stock market;stock;market; flooding yellowstone national park; man climbing devon tower oklahoma city;seinfeld actor died
Payment	-0.5%	4.8%	topics: Invoice;Credit;Tax queries: pay;payment; badger for payment crossword clue
Quadcopter	-7.9%	4.2%	topics: Unmanned aerial vehicle;Multirotor;Wing;Racing; Syma queries: ████████████████████;quadcopter
Espresso machine	-4.0%	4.2%	topics: Machine;Espresso;Angelo Moriondo;.be queries: espresso; espresso machine;angelo moriondo; angelo moriondo espresso machine
Food processor	-30.1%	3.9%	topics: Food;Crate & Barrel;Martha Stewart; Squab queries: food processor; pigeon tornado turbo food processor;virtuves kombaini; multiprocessador all in one maximus 4 em 1 philco
Xbox	-13.3%	3.5%	topics: Xbox One;Xbox Series X and Series S;Xbox;Bethesda; Bethesda Softworks queries: xbox;xbox pride controller; hollow knight silksong release date xbox; is valorant coming to xbox
Sony PlayStation	-20.1%	3.3%	topics: PlayStation 5;PlayStation Network; Resident Evil 4 queries: playstation;brad johnson actor died; sony playstation state of play;playstation plus juni 2022
Action camera	-22.0%	3.3%	topics: Camera queries: action camera
Vehicle audio	-19.4%	2.6%	topics: Car queries: car audio;car stereo;radio
Smartwatch	2.8%	2.5%	topics: Watch queries: watch;smart watch;smartwatch; fallout smartwatch;kohls smart watches

3. Google Trends Industries World - 2W Delta (2022-06-20, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Hiking shoes	-16.2%	2.4%	topics: topics: Hiking;Bootqueries: hiking boots;hiking shoes; poshmark queries: queries: hiking boots;poshmark
Nintendo Switch	-14.2%	2.4%	topics: Nintendo Switch;Nintendo queries: nintendo switch; nintendo;switch;roller champions; roller champions nintendo switch; nintendo switch memorial day sale
Jewelry design	-1.7%	2.4%	topics: Jewellery;Design;Floral design queries: jewellery; jewelry design;jewellery design;dansk smykkedesign; inspirational designs jewelry;golden jewelry design
Video game console	-17.8%	2.2%	topics: Video game;V Rising; Horizon Forbidden West queries: console; microsoft console crossword;dragon age dread wolf; playstation®5 console – horizon forbidden west™ bundle
Digital camera	2.2%	2.2%	topics: Camera;Canara Bank; Panasonic Lumix DMC-FZ300 queries: camera;digital; digital camera;digital camera for internet use crossword; ■■■■■ ■ ■■ ■ ■■■■ ■ ■■ ■■■ android
3D Printing	3.6%	2.2%	topics: Printing;Three-dimensional space;Printer; Lenovo ThinkPad X1 Carbon; ThinkPad X1 series queries: 3d printer;3d print; x1 carbon 3d printer;3d printed ear
Vehicle	6.6%	2.2%	topics: Vehicle registration plate;Car;Motor vehicle;1,000,000; Product recall queries: vehicle;xe; ford recalls 2.9 million vehicles; abortion roe v wade supreme court
Motorcycle	3.2%	2.1%	topics: Bicycle;Honda queries: motorcycle; lake george motorcycle accident
Slipper	0.2%	2.1%	topics: Man;UGG queries: slippers; balenciaga hotel slipper heels;fathers day gifts;mypillow
Road	10.9%	2.0%	topics: Travel;Bicycle queries: road;pemukulan di jalan tol; guys all american road trip;maybach off road price
Athleisure	0.8%	1.9%	topics: Clothing;Man queries: athleisure

3. Google Trends Industries World - 2W Delta (2022-06-20, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Board game	-7.5%	1.8%	topics: topics: Game;physical education teacher;Bonbon; Centrequeries: board game;board;cinco jogadores; a figura abaixo mostra um tabuleiro 5x5; board game set on an island queries: queries: board game; board game set on an island
Diet	-13.9%	1.8%	topics: Ketogenic diet;Eating;Weight loss queries: diet; gama pehalwan diet;elvis diet;elvis presley diet
Cloud computing	10.5%	1.6%	topics: Video game;Google Cloud Platform; Cloud gaming queries: cloud;cloud hr software; kemi cloud slides;whatsapp cloud api

4. Google Trends Industries USA - 2W Delta (2022-06-20, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Stock market	32.4%	12.9%	topics: Market;Stock;June 20 queries: stock market;stock;market; flooding yellowstone national park; man climbing devon tower oklahoma city;seinfeld actor died
Payment	-19.2%	11.1%	topics: Invoice;Credit;Tax queries: pay;payment; badger for payment crossword clue
Online Banking	-13.7%	5.2%	topics: Bank queries: online banking
Jewelry design	-10.0%	4.4%	topics: Jewellery;Design;Floral design queries: jewellery; jewelry design;jewellery design;dansk smykkedesign; inspirational designs jewelry;golden jewelry design
Video game console	-18.8%	4.2%	topics: Video game;V Rising; Horizon Forbidden West queries: console; microsoft console crossword;dragon age dread wolf; playstation®5 console – horizon forbidden west™ bundle
Sony PlayStation	-22.0%	4.1%	topics: PlayStation 5;PlayStation Network; Resident Evil 4 queries: playstation;brad johnson actor died; sony playstation state of play;playstation plus juni 2022
hiking apparel	-21.3%	4.0%	topics: Hiking;Clothing;Undergarment queries: hiking clothes; hiking outfit;turklær dame
Pharmacy	3.0%	3.6%	topics: Pharmacy technician;Walgreens;Walgreens Pharmacy; Mark Cuban queries: pharmacy;pharmacy open on memorial day; mark cuban;mark cuban pharmacy
Bank	1.3%	3.6%	topics: Online banking;U.S. Bancorp; U.S. Bank Branch queries: bank;are banks open on memorial day; are banks closed on juneteenth
Baby food	1.3%	3.4%	topics: Infant;Food;Leftovers queries: ■■■■;baby food; porsi makan bayi 7 bulan;babynahrung usa
Skin care	2.8%	3.3%	topics: Skin;RHODE;Lori Harvey queries: skincare;skin care; orlando skin care and beauty;anne hathaway skincare; millie bobby brown skin care

4. Google Trends Industries USA - 2W Delta (2022-06-20, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Doll	-1.7%	3.2%	topics: topics: Barbie;American Girl;Baby Doll; Peggy the Doll: A Very Different Hauntingqueries: doll;dolls; dyshea dancing dolls;madame alexander dolls price; pride bratz dolls queries: queries: doll;pride bratz dolls
Xbox	-13.6%	3.2%	topics: Xbox One;Xbox Series X and Series S;Xbox;Bethesda; Bethesda Softworks queries: xbox;xbox pride controller; hollow knight silksong release date xbox; is valorant coming to xbox
Espresso machine	11.6%	3.2%	topics: Machine;Espresso;Angelo Moriondo;.be queries: espresso; espresso machine;angelo moriondo; angelo moriondo espresso machine
Money	4.8%	3.0%	topics: Money order;Cash App;Account queries: money; mischief blur money;mschf blur money;roland garros prize money
Tax	-14.3%	2.7%	topics: Property;Property tax;Sales tax queries: tax; ct child tax credit 2022;tax free weekend florida 2022
E-commerce	15.7%	2.6%	topics: Trade;Website;Portmanteau queries: ecommerce; enterprise ecommerce solutions;what is an ecommerce account
Investment fund	-18.1%	2.3%	topics: Mutual fund queries: fund;funds; houston equity fund apply;houston equity fund website; houston equity fund
Snow boot	-6.8%	2.2%	topics: Boot;Sock queries: winter boots;snow boots
Action camera	-33.1%	2.2%	topics: Camera queries: action camera
Food delivery	-13.0%	1.9%	topics: Food;Delivery queries: food delivery;food;delivery
Power Tool	-11.3%	1.9%	topics: Tool;Home improvement;Liquidation; Quality queries: power tools

4. Google Trends Industries USA - 2W Delta (2022-06-20, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Bicycle	-16.3%	1.9%	topics: topics: Electric bicycle;Motorcyclequeries: bike; cycle frontier queries: queries: bike;cycle frontier
Bicycle	-16.3%	1.9%	topics: Electric bicycle;Motorcycle queries: bike; cycle frontier
Payroll	10.1%	1.9%	topics: Tax;Payroll tax queries: payroll; city of montgomery payroll;see thru ny payroll

5. Website Traffic - 2W Delta (2022-06-18, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
503	Konami Holdings Corp	10.415384	634%	82%
510	Distribuidora Internacional de	1.888307	161%	69%
959	Turtle Beach	3.123615	72%	57%
788	Dentsply Sirona Inc	1.419846	70%	45%
801	BorgWarner Inc	1.038615	129%	42%
141	Howden Joinery Group PLC	1.412153	95%	32%
525	Campbell Soup Co	1.387384	53%	30%
647	Halliburton Co	2.735076	32%	28%
746	Cintas Corp	1.087153	6%	18%
462	Mazda Motor Corp	1.786538	-15%	17%
257	Tobii AB	1.745846	45%	17%
957	Capcom	9.595230	-25%	17%
832	Valero Energy Corp	1.059000	98%	16%
560	Merck & Co Inc	2.684769	6%	16%
382	Lawson Inc	7.264846	66%	16%
318	China Airlines Ltd	3.995153	68%	14%
309	China Southern Airlines Co Ltd	11.547923	109%	13%
635	Entergy Corp	1.727307	19%	13%
607	Advanced Micro Devices Inc	64.701307	61%	12%
108	Flight Centre Travel Group Ltd	3.846000	95%	12%
946	Cracker Barrel Old Country Sto	2.121846	23%	12%
546	Caterpillar Inc	12.836076	111%	12%
504	Nexon Co Ltd	7.456692	-8%	11%
621	Cummins Inc	4.335384	24%	11%
68	Sleep Number Corp	3.126230	2%	11%
334	SAP SE	62.506692	8%	11%
955	Take Two Interactive	66.605923	92%	11%
282	Wendys Co	5.160307	32%	10%
194	NVIDIA Corp	135.376000	5%	10%
540	Logitech International SA	36.889153	9%	10%
391	Electronic Arts Inc	166.592769	14%	10%
117	Genesco Inc	7.540076	4%	10%
752	Tyson Foods Inc	1.895230	-6%	10%
451	Autodesk Inc	95.002692	0%	9%
633	Emerson Electric Co	5.379923	3%	9%

5. Website Traffic - 2W Delta (2022-06-18, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
196	Oriental Land Co Ltd	7.435923	44%	9%
306	Qantas Airways Ltd	17.519230	45%	8%
631	Ecolab Inc	2.280769	9%	8%
864	CME Group Inc	14.007307	2%	8%
573	Intel Corp	115.686538	20%	8%
52	Canada Goose Holdings Inc	1.453923	10%	7%
571	Analog Devices Inc	10.085461	54%	7%
806	AvalonBay Communities Inc	1.797230	-46%	7%
658	Ingersoll-Rand PLC	1.094769	-10%	6%
423	PepsiCo Inc	5.105615	46%	6%
97	Ethan Allen Interiors Inc	1.130000	-16%	6%
313	Cathay Pacific Airways Ltd	9.616692	58%	6%
312	easyJet plc	22.690538	99%	6%
572	Cisco Systems Inc	77.833692	-11%	6%
728	Thermo Fisher Scientific Inc	21.504153	32%	6%
461	Subaru Corp	7.711923	18%	5%
352	Ferrari NV	6.824846	16%	5%
721	Stanley Black & Decker Inc	1.013153	-26%	5%
844	ANSYS Inc	6.923076	98%	5%

6. Wikipedia - 2W Delta (2022-06-20, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
859	Alphabet Inc	en.wikipedia.org/wiki/Alphabet_Inc.	199708	163.2%	21.9%
98	Etsy Inc	en.wikipedia.org/wiki/Etsy	2297	79.1%	19.7%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	38039	103.5%	15.8%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	3733	72.1%	14.9%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/Jeffrey_Sprecher	5828	90.9%	14.4%
187	Netflix Inc	en.wikipedia.org/wiki/Netflix	27985	71.0%	13.2%
430	Turk Hava Yollari AO		3201	82.8%	10.5%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking_Holdings	4992	149.2%	10.2%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	4525	54.5%	10.1%
506	TUI AG	en.wikipedia.org/wiki/TUI_Airways	2907	60.0%	10.0%
915	DISH Network Corp	en.wikipedia.org/wiki/Dish_Network	2670	-38.0%	8.5%
313	Cathay Pacific Airways Ltd	en.wikipedia.org/wiki/Cathay_Pacific_Flight_780	2312	4.9%	7.5%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Activision_Blizzard	65435	1.4%	7.4%
887	Expedia Inc	en.wikipedia.org/wiki/Expedia	2665	61.5%	7.2%
311	International Consolidated Air	en.wikipedia.org/wiki/International_Airlines_Group	4281	41.6%	7.2%
623	Target Corp	en.wikipedia.org/wiki/Target_Corporation	4540	0.1%	6.9%
70	Costco Wholesale Corp	en.wikipedia.org/wiki/Costco	3064	14.6%	6.8%
114	GameStop Corp	en.wikipedia.org/wiki/GameStop	2983	-40.2%	6.6%
16	Amazon.com Inc		44018	60.6%	6.3%
317	Singapore Airlines Ltd	en.wikipedia.org/wiki/Singapore_Airlines	2944	51.4%	6.3%
306	Qantas Airways Ltd	en.wikipedia.org/wiki/Qantas	3932	43.7%	6.1%
310	Deutsche Lufthansa AG	en.wikipedia.org/wiki/Lufthansa	6010	45.9%	6.0%
934	News Corp	en.wikipedia.org/wiki/News_of_the_World	8932	1.7%	6.0%
390	Nintendo Co Ltd	en.wikipedia.org/wiki/Nintendo_Switch	10181	-1.7%	5.5%
329	Sega Sammy Holdings Inc	en.wikipedia.org/wiki/Sega	5143	19.5%	5.5%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/Alibaba_Group	14483	44.2%	5.3%
149	Intuit Inc	en.wikipedia.org/wiki/Intuit	2739	38.1%	5.0%
987	EssilorLuxottica SA	en.wikipedia.org/wiki/Luxottica	2621	14.1%	5.0%
171	Luxottica Group SpA	en.wikipedia.org/wiki/Luxottica	2621	14.1%	5.0%

7. Wikipedia Pages- 2W Delta (2022-06-18, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Diablo_Immortal	40981	493%	252%
		en.wikipedia.org/wiki/WeTransfer	33774	334%	104%
		en.wikipedia.org/wiki/Vivienne_Westwood	38388	142%	93%
		en.wikipedia.org/wiki/Streaming_media	47116	322%	48%
		en.wikipedia.org/wiki/Indeed	21310	248%	46%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	738232	192%	41%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/AliExpress	30921	164%	35%
		en.wikipedia.org/wiki/Udemy	20855	171%	33%
		en.wikipedia.org/wiki/North_Hollywood_shootout	18182	75%	33%
		en.wikipedia.org/wiki/LinkedIn	71529	145%	26%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_Maps	119502	228%	26%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Blizzard_Entertainment	19329	44%	23%
		en.wikipedia.org/wiki/Upwork	11918	116%	21%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	19520	268%	21%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	244563	134%	19%
187	Netflix Inc	en.wikipedia.org/wiki/Netflix	180768	77%	15%
		en.wikipedia.org/wiki/The_Pirate_Bay	145611	11%	14%
430	Turk Hava Yollari AO	en.wikipedia.org/wiki/Turkish_Airlines	15811	80%	13%
289	Wizz Air Holdings PLC	en.wikipedia.org/wiki/Wizz_Air	15148	167%	12%
		en.wikipedia.org/wiki/Chrome_Web_Store	11732	80%	11%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	25485	80%	11%
		en.wikipedia.org/wiki/Google_Play	44567	62%	11%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/UC_Browser	18677	59%	10%
310	Deutsche Lufthansa AG	en.wikipedia.org/wiki/Lufthansa	14664	45%	9%
70	Costco Wholesale Corp	en.wikipedia.org/wiki/Costco	20158	13%	9%
2	Mattel Inc	en.wikipedia.org/wiki/Barbie	23658	21%	8%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_3	28722	38%	7%
		en.wikipedia.org/wiki/Wendy's	14530	14%	7%
		en.wikipedia.org/wiki/Spotify	54458	34%	7%
		en.wikipedia.org/wiki/Walmart	45614	20%	7%
		en.wikipedia.org/wiki/Activision	14251	51%	7%
837	Yum! Brands Inc	en.wikipedia.org/wiki/Pizza_Hut	13678	11%	7%
391	Electronic Arts Inc	en.wikipedia.org/wiki/Electronic_Arts	19591	53%	6%

7. Wikipedia Pages- 2W Delta (2022-06-18, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/Alibaba_Group	31191	36%	6%
311	International Consolidated Air	en.wikipedia.org/wiki/British_Airways	14227	44%	6%
		en.wikipedia.org/wiki/Fox_Broadcasting_Company	22117	37%	6%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_(console)	16100	3%	5%
		en.wikipedia.org/wiki/Rolux	14666	17%	5%
139	H & M Hennes & Mauritz AB	en.wikipedia.org/wiki/H%26M	26109	30%	5%
		en.wikipedia.org/wiki/VMware	9659	44%	5%

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 (2022-06-18, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
460	Toyota Motor Corp	Toyota; Toyota Financial Services	287	0.1%	5.6%
116	Garmin Ltd	Garmin Golf	292	1.0%	4.2%
611	Cigna Corp	myCigna	298	7.5%	2.9%
129	Haier Electronics Group Co Ltd	SmartHQ	301	14.2%	2.8%
277	Vista Outdoor Inc	Bushnell Golf Mobile	272	29.0%	2.2%

10. AppStore Publishers USA - 2W Delta (2022-06-18, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	MLB	MLB Ballpark	52	48.7%	23.7%
	Domino's Pizza LLC	Domino's Pizza USA	111	10.9%	6.9%
574	Microsoft Corp	Microsoft Outlook; Microsoft Teams; Microsoft Authenticator	81	18.4%	4.6%
	Crumbl, LLC	Crumbl Cookies	82	39.6%	3.8%
	Poshmark, Inc.	Poshmark: Buy & Sell Fashion	110	18.6%	3.1%
	ADP, Inc	ADP Mobile Solutions	168	-24.3%	3.0%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	112	-14.2%	2.9%
945	Shopify Inc	Shop: All your favorite brands	44	0.7%	2.1%
	Skype Communications S.a.r.l	GroupMe	174	-5.8%	1.7%
	Bumble Holding Limited	Bumble - Dating. Friends. Bizz	160	9.2%	1.7%
	Maplebear Inc	Instacart: Grocery delivery	92	45.3%	1.6%

11. Online Retail Amazon - 2W Delta (2022-06-20, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
6	Guess? Inc	322	161.8%	12.2%
528	Kraft Heinz Co	862	-24.7%	11.9%
264	Techtronic Industries Co Ltd	2257	38.8%	10.6%
39	Breville Group Ltd	1124	36.9%	9.7%
505	Activision Blizzard Inc	1263	11.5%	8.5%
525	Campbell Soup Co	343	-23.4%	8.0%
389	Asics Corp	1290	11.7%	7.5%
189	Nike Inc	1466	56.3%	7.5%
283	Whirlpool Corp	3197	46.6%	7.0%
540	Logitech International SA	3193	67.1%	6.6%
5	Puma SE	964	31.0%	5.8%
536	Monster Beverage Corp	872	-7.0%	5.5%
106	Fitbit Inc	2896	39.4%	5.5%
127	SEB SA	2012	30.6%	5.1%
363	Sony Corp	4066	-37.8%	5.1%
71	Crocs Inc	6886	20.2%	4.2%
179	Capri Holdings Limited	479	-39.8%	4.1%
277	Vista Outdoor Inc	1581	13.3%	4.0%
477	Panasonic Corp	633	-13.8%	3.7%
152	iRobot Corp	1314	-17.5%	3.7%
79	De Longhi SpA	1949	16.8%	3.4%
956	Square Enix	790	-24.9%	3.3%
600	Berkshire Hathaway Inc	4327	5.0%	3.1%

12. Online Retail Walmart - 2W Delta (2022-06-20, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
453	Kumho Petro Chemical Co Ltd	426	846.7%	102.4%
456	Hankook Tire Co Ltd	263	124.8%	70.5%
171	Luxottica Group SpA	1362	187.3%	63.6%
277	Vista Outdoor Inc	227	118.3%	27.6%
958	Funko Inc	234	10.4%	16.1%
268	Under Armour Inc	837	53.9%	12.1%
111	Fossil Group Inc	605	53.6%	11.9%
959	Turtle Beach	1091	-18.6%	10.1%
302	Gildan Activewear Inc	2023	32.7%	6.9%

13. Online Retail Bestbuy - 2W Delta (2022-06-20, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
328	Yamaha Corp	2503	39.1%	13.8%
116	Garmin Ltd	1627	12.4%	11.1%
538	Fujifilm Holdings Corp	1022	-3.2%	10.9%
441	Bandai Namco Holdings Inc	191	32.6%	10.1%
390	Nintendo Co Ltd	2304	-1.2%	10.0%
111	Fossil Group Inc	102	-22.7%	9.6%
957	Capcom	237	-46.9%	9.1%
956	Square Enix	660	-25.8%	8.4%
391	Electronic Arts Inc	3776	-23.3%	6.6%
143	Hugo Boss AG	1148	1.5%	6.3%

14. Job Listings - 2W Delta (2022-06-20, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
233	Skechers USA Inc	1150	100.0%	102%
48	Cabela's Inc	757	100.0%	85%
994	Vinci SA	6304	84.5%	78%
1055	E.ON SE	129	19.4%	72%
65	Cloudera Inc	938	90.5%	60%
89	Dunelm Group PLC	183	4.0%	48%
445	Royal Mail PLC	281	32.2%	43%
52	Canada Goose Holdings Inc	298	100.0%	43%
766	Gilead Sciences Inc	839	53.0%	37%
661	Jacobs Engineering Group Inc	6248	80.8%	36%
703	PulteGroup Inc	580	34.1%	32%
411	Conagra Brands Inc	745	63.4%	32%
380	Tesco PLC	2295	49.5%	27%
837	Yum! Brands Inc	147	6.1%	25%
60	Cerner Corp	988	100.0%	24%
379	Casino Guichard Perrachon SA	729	100.0%	23%
691	Northrop Grumman Corp	321	13.4%	23%
658	Ingersoll-Rand PLC	379	74.0%	23%
231	Shutterstock Inc	263	100.0%	23%
11	Abercrombie & Fitch Co	3107	7.3%	22%
584	Aflac Inc	125	-49.9%	22%
180	Midea Group Co Ltd	1446	-40.5%	22%
1124	Geberit AG	193	61.2%	22%
596	Bank of New York Mellon Corp	4924	90.6%	22%
847	Cognizant Technology Solutions	9132	50.9%	20%
215	PVH Corp	2167	12.8%	19%
363	Sony Corp	307	-20.2%	19%
216	Ralph Lauren Corp	1309	34.3%	18%
254	Tiffany & Co	609	82.8%	18%
526	General Mills Inc	608	92.3%	16%

15. Employee Company Ratings - 2W Delta (2022-06-20, 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
733	UnitedHealth Group Inc	14640	1.2%	0.2%	0.0%	15.7%	CEO Rating
271	Vail Resorts Inc	1887	0.8%	2.6%	1.6%	9.8%	CEO Rating
506	TUI AG	1500	9.2%	-0.4%	9.6%	0.0%	Management
122	GoPro Inc	427	0.0%	0.4%	1.6%	7.0%	CEO Rating
403	Barry Callebaut AG	509	2.8%	6.6%	3.6%	0.0%	Outlook
1344	LANXESS AG	362	0.0%	1.4%	-0.8%	6.2%	CEO Rating
1335	Weir Group PLC	641	0.4%	0.2%	-0.8%	5.8%	CEO Rating
1473	Metro Bank PLC	1077	5.6%	0.0%	0.0%	0.0%	Rating
1193	Atos SE	10050	0.0%	-0.4%	0.0%	5.3%	CEO Rating