

# **ASTUTEX TRENDSPOTTING**

**October 24, 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
Tru Earth	Company	209.6	34.4	
Naviance	Company	111.1	12.1	
Lavazza	Coffee company	26.8	11.5	topics: Coffee;Espresso machine
Coterie Inc.	Company	185.3	10.7	topics: Diaper
Brex	Financial company	13.7	8.5	
Amazon Robotics	Company	29.0	7.3	topics: Robotics
Citizens Property Insurance Corporation	Insurance company	95.2	6.4	topics: Insurance
The North Face	Clothing company	15.7	5.5	topics: Coat;Outlet store;Down jacket; Tracksuit; Ski suit queries: north face coat
Devoted Health, Inc.	Company	70.5	4.1	topics: Health insurance
UGG	Fashion company	17.5	3.8	topics: Boot;Slipper;Outlet store; UGG Classic;Clog queries: ugg tasman; tasman slippers;uggs boots;stockx
Imagine Easy Solutions, LLC	Company	63.7	3.7	topics: Modern Language Association
Goldman Sachs	Investment banking company	30.4	3.3	topics: Retail banking
Premera Blue Cross	Health insurance company	24.6	2.3	topics: Flexible spending account
Crealty	3D printing company	79.6	1.8	topics: 3D printing
Cigna	Insurance company	12.4	1.4	topics: Pharmacy;Career
Qualtrics	Company	67.8	0.9	topics: Workflow
Vaseline	Drug brand	33.8	0.5	topics: Petroleum;Toothpaste
Aptean	Software company	82.0	0.5	topics: Enterprise resource planning

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1337	Castellum AB	2022-10-24	99%	42%
1172	Aegon NV	2022-10-24	73%	42%
1437	Close Brothers Group PLC	2022-10-24	63%	32%
1265	Enagas SA	2022-10-24	65%	21%
826	American Tower Corp	2022-10-24	4%	17%
1316	A2A SpA	2022-10-24	79%	13%
978	ASML Holding NV	2022-10-24	-16%	11%
596	Bank of New York Mellon Corp	2022-10-24	18%	10%
182	Moncler SpA	2022-10-24	19%	10%
1178	Sartorius AG	2022-10-24	-27%	9%
733	UnitedHealth Group Inc	2022-10-24	14%	8%
1345	Hera SpA	2022-10-24	69%	8%
745	Amgen Inc	2022-10-24	14%	7%
1330	Nemetschek SE	2022-10-24	15%	6%
1228	Rentokil Initial PLC	2022-10-24	5%	6%
1250	LEG Immobilien AG	2022-10-24	-2%	4%
1004	Relx PLC	2022-10-24	18%	3%
362	Casio Computer Co Ltd	2022-10-24	21%	2%
78	Deckers Outdoor Corp	2022-10-24	33%	2%
1292	GN Store Nord A/S	2022-10-24	5%	2%
1271	Kion Group AG	2022-10-24	11%	2%
1141	Terna Rete Elettrica Nazionale	2022-10-24	0%	2%
984	Enel SpA	2022-10-24	22%	1%
1155	Straumann Holding AG	2022-10-24	0%	1%



### 3. Google Trends Industries World - 2W Delta (2022-10-24, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Video game console	-3.3%	1.8%	topics: Video game;PlayStation 5;Overwatch 2;Battle.net; Overwatchqueries: console;grounded console commands;battlenet; lucid co retro console queries: queries: console; lucid co retro console
Robotics	28.5%	1.7%	topics: Robot;Vecna Robotics;Startup company queries: robotics; denso robotics;robotics club challenge crossword;biotecnología
Genetic testing	5.0%	1.7%	topics: DNA;Genetics;Shark Tank;autosomal recessive; BRCA1 queries: dna;dna test;cat dna test kit; dog dna test reviews;pharmaco genetic testing
Computer security	26.1%	1.4%	topics: Security queries: security;cyber security; home depot hiring remote;phd in cyber security; windows security microsoft outlook
Food processor	-8.6%	1.3%	topics: Food;masterpro;Falafel;Oreo; Grinding machine queries: food processor; moulinex mutfak robotu;bosch küchenmaschine mum4428; aldi robot de cocina
Moisturizer	16.7%	1.3%	topics: Face;Cream queries: moisturizer;aspersion;ebullient; popular skin moisturizer crossword
Business	8.2%	1.3%	topics: Business;Enterprise software;Management; Subsidy queries: empresa;empresas; enterprise architect job description;■■ ■■ ■■ ■■ ■■ ■■
Smartphone	-5.6%	1.3%	topics: Mobile phone;Border;Batman queries: ■■■;smartphone; batman smartphone;everything everywhere all at once; email field crossword
Watch	9.0%	1.0%	topics: Apple Watch;Bleach queries: watch; smile movie where to watch;where can i watch halloween ends
Watches	9.0%	1.0%	topics: Apple Watch;Bleach queries: watch; smile movie where to watch;where can i watch halloween ends
Child safety seat	-1.1%	1.0%	topics: Seat;Car queries: car seat;lto portal; skip hop car seat cover; graco® 4ever® extend2fit® dlx 4-in-1 car seat;halo bassinest

### 3. Google Trends Industries World - 2W Delta (2022-10-24, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Magazine	-2.2%	1.0%	topics: topics: People;Instant camera;True crime; Crimequeries: magazine;crime mag>true crime magazine; the crime mag queries: queries: magazine;the crime mag
Gym	7.4%	1.0%	topics: Health club;Physical fitness;Pokémon queries: gym; tamaki gym fun
Mattress	-11.0%	1.0%	topics: Bed;Mattress pad;Air mattress queries: mattress

#### 4. Google Trends Industries USA - 2W Delta (2022-10-24, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Black Friday	-50.0%	50.0%	topics: 2022 queries: black friday;early black friday 2022; early black friday deals;black friday nfl game
Down jacket	28.6%	9.8%	topics: Jacket;Waist;Under Armour queries: puffer;jacket; puffer jacket;moncler palm angels;moncler palm angels puffer; moncler palm angels puffer jacket
Tax	0.6%	8.1%	topics: Property;Property tax;Income queries: tax; new tax brackets 2023;tax refund ca gov;ca gas tax rebate
Clog	63.3%	6.6%	topics: Birkenstock;UGG Tasman queries: clogs;clog;birkenstock; echo clogs;ugg slides;lotta clogs
Snow boot	-7.7%	5.9%	topics: Boot;Carhartt;Unisex;Graphene queries: boots; winter boots;winter /mid-calf heating/ snow/ boots; winter /mid-calf heating/ snow/ boots bulkbuy; winter unisex mid-calf heating snow boots graphene heated th
Stock market	14.8%	5.4%	topics: Stock;Market;October 10;Columbus Day queries: stock; stock market;are markets open on columbus day; stock market open on columbus day; is stock market open on columbus day
Coat	7.1%	4.3%	topics: Woman;Winter;Winter Coat queries: coat; short coat crossword clue;nike bubble coat
Slipper	13.7%	3.9%	topics: UGG;Ugg boots queries: slippers;platform uggs slippers; ultra mini uggs;brandy melville
Leggins	-5.7%	3.5%	topics: Tights;Clothing;Black queries: leggings; lanabella leggings;lanabella slim winter leggings; winter tights for women
Non-alcoholic drink	29.4%	3.5%	topics: Drink;Beer;Low-alcohol beer;Shark Tank;Bling Empire; Kahlúa queries: non alcoholic;non alcoholic drinks shark tank; shark tank non alcoholic drink;sans drink
Unmanned aerial vehicle	21.8%	3.0%	topics: DJI;Kamikaze;Ram tank;Sanibel;Blink Home queries: drone; drone drone;ram 2 uav;kamikaze drones; drone footage hurricane ian



#### 4. Google Trends Industries USA - 2W Delta (2022-10-24, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Video card	-12.0%	2.4%	topics: topics: Nvidia;Personal computer; Graphics processing unitqueries: graphics card; xbox series x graphics card equivalent; 4090 graphics card size; 4070 graphics card queries: queries: graphics card; 4070 graphics card
Jacket	6.8%	2.2%	topics: Woman;Man;Leather queries: jacket; palm angels moncler jacket;stussy fleece jacket
Sports	-9.8%	2.1%	topics: Bar;Sports;Sports betting queries: sports;tbs sports; bpa in sports bras;sports guru pro india vs pak
Watch	9.7%	2.1%	topics: Apple Watch;Bleach queries: watch; smile movie where to watch;where can i watch halloween ends
Watches	9.7%	2.1%	topics: Apple Watch;Bleach queries: watch; smile movie where to watch;where can i watch halloween ends
Video game console	-5.8%	1.8%	topics: Video game;PlayStation 5;Overwatch 2;Battle.net; Overwatch queries: console;grounded console commands;battlenet; lucid co retro console
Payment	6.0%	1.6%	topics: Invoice;Credit;Tax queries: pay;payment
Coffeemaker	2.9%	1.4%	topics: Coffee queries: coffee;coffee maker; philips coffee machine 5400;smeg coffee maker instructions
Car tires	0.3%	1.3%	topics: Pressure;Tire code;Wheel queries: tire;tires; regroovable tires
Physical fitness	3.9%	1.2%	topics: Gym;Exercise;Health queries: fitness; sascha fitness collagen;fitness bank review; sascha fitness store
Payroll	8.9%	1.2%	topics: Tax;Payroll tax queries: payroll;phillies payroll; padres payroll 2022;phillies payroll 2022

#### 4. Google Trends Industries USA - 2W Delta (2022-10-24, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Streaming Multimedia	26.5%	1.0%	topics: topics: Livestreaming;Live television; Curaçao national football team;Terrifier 2queries: streaming; stream;nasa dart live stream;terrifier 2; live streaming real madrid vs barcelona queries: queries: st; live streaming real madrid vs barcelona
Game controller	10.7%	1.0%	topics: Xbox;PlayStation 4;Overwatch 2 queries: controller; best overwatch 2 controller settings; lunar shift xbox controller;overwatch 2 controller settings
Education	26.3%	1.0%	topics: Teacher;Special education;Student queries: education; ben sasse education

## 5. Website Traffic - 2W Delta (2022-10-22, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
276	Viking Line Abp	1.201692	776%	300%
354	Tsingtao Brewery Co Ltd	1.091375	173%	53%
340	Continental AG	1.131692	45%	44%
497	Jeronimo Martins SGPS SA	1.773846	174%	29%
428	Japan Airlines Co Ltd	2.045769	45%	28%
61	Cewe Stiftung & Co KGaA	1.475230	34%	19%
632	PerkinElmer Inc	1.922076	124%	17%
506	TUI AG	11.862769	171%	17%
490	Etablissements Franz Colruyt	1.940384	118%	16%
194	NVIDIA Corp	195.489307	89%	15%
418	Shiseido Co Ltd	5.794000	41%	14%
350	Mitsubishi Motors Corp	1.730000	31%	13%
903	Seagate Technology PLC	16.607538	45%	12%
536	Monster Beverage Corp	2.416000	64%	12%
935	Centene Corp	1.799076	50%	11%
571	Analog Devices Inc	12.180538	149%	10%
591	Archer Daniels Midland Co	1.028538	4%	9%
345	Daimler AG	21.700846	112%	9%
573	Intel Corp	143.592615	60%	9%
731	Johnson Controls International	2.536846	32%	8%
475	Sharp Corp	4.872153	24%	7%
456	Hankook Tire Co Ltd	1.412769	63%	7%
689	Norfolk Southern Corp	1.126692	16%	7%
289	Wizz Air Holdings PLC	39.348615	158%	7%
310	Deutsche Lufthansa AG	30.639461	26%	6%
84	Dollarama Inc	1.127307	10%	5%

## 6. Wikipedia - 2W Delta (2022-10-24, 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	5924	73.5%	61.6%
162	Kroger Co	en.wikipedia.org/wiki/Kroger	4118	25.8%	21.9%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	15651	17.9%	14.6%
1017	Koninklijke Philips NV	en.wikipedia.org/wiki/Philips	8073	28.9%	12.2%
194	NVIDIA Corp	en.wikipedia.org/wiki/Nvidia	4056	6.6%	9.6%
851	eBay Inc	en.wikipedia.org/wiki/EBay	6490	-10.7%	9.0%
390	Nintendo Co Ltd	en.wikipedia.org/wiki/Nintendo	6632	-3.6%	8.8%
496	Koninklijke Ahold Delhaize NV	en.wikipedia.org/wiki/Ahold_Delhaize	2525	25.0%	8.7%
747	Comcast Corp	en.wikipedia.org/wiki/Comcast	4188	5.1%	7.6%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook_Watch	38313	10.8%	7.4%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking_Holdings	5489	58.7%	7.3%
114	GameStop Corp	en.wikipedia.org/wiki/GameStop	3301	-9.3%	7.3%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/PayPal	8314	6.3%	7.2%
887	Expedia Inc	en.wikipedia.org/wiki/Expedia	2475	2.8%	6.5%
292	World Wrestling Entertainment		3098	-12.9%	6.0%
377	CVS Health Corp	en.wikipedia.org/wiki/CVS_Pharmacy	2481	14.0%	5.8%
325	Tencent	en.wikipedia.org/wiki/Tencent	4663	-13.4%	5.7%
346	Porsche Automobil Holding SE	en.wikipedia.org/wiki/Porsche	4870	13.0%	5.5%
547	JPMorgan Chase & Co	en.wikipedia.org/wiki/JPMorgan_Chase	6231	8.1%	5.3%
975	Deutsche Telekom AG	en.wikipedia.org/wiki/Deutsche_Telekom	5627	7.2%	5.0%

## 7. Wikipedia Pages- 2W Delta (2022-10-22, 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	72388	75,202%	19,211%
356	Kirin Holdings Co Ltd	en.wikipedia.org/wiki/XXXX_Gold	72278	258%	157%
16	Amazon.com Inc	en.wikipedia.org/wiki/A9.com	26071	479%	101%
		en.wikipedia.org/wiki/AbeBooks	26860	384%	90%
		en.wikipedia.org/wiki/UKG	26621	265%	73%
		en.wikipedia.org/wiki/Alexa_Internet	28742	212%	54%
		en.wikipedia.org/wiki/Cartoon_Network	65364	36%	46%
		en.wikipedia.org/wiki/Spotify	212756	30%	30%
1031	Credit Suisse Group AG	en.wikipedia.org/wiki/Credit_Suisse	10872	153%	24%
		en.wikipedia.org/wiki/Big_Mac_Index	29019	80%	21%
1017	Koninklijke Philips NV	en.wikipedia.org/wiki/PSV_Eindhoven	45329	54%	18%
		en.wikipedia.org/wiki/Red_Bull_GmbH	30316	33%	17%
		en.wikipedia.org/wiki/Uniqlo	11452	44%	15%
391	Electronic Arts Inc	en.wikipedia.org/wiki/Need_for_Speed	26977	11%	14%
670	Eli Lilly and Co	en.wikipedia.org/wiki/Poppers	23280	13%	14%
		en.wikipedia.org/wiki/Samsung	33978	-5%	12%
485	Davide Campari Milano SpA	en.wikipedia.org/wiki/Campari	15050	23%	10%
		en.wikipedia.org/wiki/IKEA	36211	25%	10%
		en.wikipedia.org/wiki/Red_Bull	43933	12%	9%
14	Adidas AG	en.wikipedia.org/wiki/Stella_McCartney	11813	15%	9%
161	Kering SA	en.wikipedia.org/wiki/Stella_McCartney	11813	15%	9%
		en.wikipedia.org/wiki/Buc-ee's	9613	66%	8%
		en.wikipedia.org/wiki/Skype	27620	2%	8%
		en.wikipedia.org/wiki/McKinsey_%26_Company	15201	29%	7%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation	14540	17%	6%
547	JPMorgan Chase & Co	en.wikipedia.org/wiki/JPMorgan_Chase	24855	3%	6%
		en.wikipedia.org/wiki/Indeed	18911	15%	6%
424	Samsung Electronics Co Ltd	en.wikipedia.org/wiki/Samsung_Electronics	15700	1%	5%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_(console)	20730	17%	5%
554	Exxon Mobil Corp	en.wikipedia.org/wiki/ExxonMobil	13274	26%	5%
		en.wikipedia.org/wiki/Canva	60665	51%	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	<a href="https://www.instagram.com/p/CZ2qtN6j3KP">instagram.com/p/CZ2qtN6j3KP</a>	20.8%	364.8%	41.9%
59	Cedar Fair LP	<a href="https://www.instagram.com/p/Cb-wvONISi8">instagram.com/p/Cb-wvONISi8</a> <a href="https://www.instagram.com/p/Cbfx1cVs82L">instagram.com/p/Cbfx1cVs82L</a> <a href="https://www.instagram.com/p/CcF7qtaspvz">instagram.com/p/CcF7qtaspvz</a>	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	<a href="https://www.instagram.com/p/Cb3Kn4Eq_9H">instagram.com/p/Cb3Kn4Eq_9H</a>	11.8%	117.9%	9.1%
98	Etsy Inc		8.8%	141.8%	5.6%
115	Gap Inc	<a href="https://www.instagram.com/p/CbtEPWZuIAu">instagram.com/p/CbtEPWZuIAu</a> <a href="https://www.instagram.com/p/Ca7sKPDJlIS">instagram.com/p/Ca7sKPDJlIS</a> <a href="https://www.instagram.com/p/Cb-asabroW3">instagram.com/p/Cb-asabroW3</a>	2.6%	138.8%	5.3%

## 9. AppStore USA - 2W Delta (2022-10-22, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
929	Facebook Inc	Instagram; WhatsApp Messenger	23	57.9%	23.8%
859	Alphabet Inc	Google; YouTube: Watch, Listen, Stream; Google Maps	25	59.1%	23.7%
1477	Twitter Inc	Twitter	45	40.7%	20.3%
187	Netflix Inc	Netflix	44	39.6%	19.3%
945	Shopify Inc	Shop: All your favorite brands	64	32.3%	14.0%
206	PayPal Holdings Inc	Venmo; PayPal - Send, Shop, Manage; PayPal Honey: Coupons, Rewards	116	29.1%	14.0%
175	McDonald's Corp	McDonald's; McDonald's Offers and Delivery; McDonald's - Non-US	201	17.1%	11.7%
238	Starbucks Corp	Starbucks	78	33.1%	11.4%
296	Yelp Inc	Yelp: Food, Delivery & Reviews	108	13.9%	9.0%
623	Target Corp	Target	79	34.1%	8.5%
547	JPMorgan Chase & Co	Chase Mobile®: Bank & Invest	91	26.7%	8.2%
98	Etsy Inc	Etsy: Custom & Creative Goods	73	39.9%	7.9%
267	Ulta Beauty Inc	Ulta Beauty: Makeup & Skincare	231	10.6%	7.9%
323	Alibaba Group Holding Ltd	AliExpress Shopping App	231	6.9%	7.9%
812	Capital One Financial Corp	Capital One Mobile	83	37.7%	7.8%
251	Texas Roadhouse Inc	Texas Roadhouse Mobile	246	6.1%	7.8%
551	Walt Disney Co	Disney+; ESPN: Live Sports & Scores; My Disney Experience	175	14.0%	7.2%
189	Nike Inc	Nike: Shoes, Apparel, Stories; Nike Run Club: Running Coach; Nike Training Club: Fitness	202	20.1%	7.1%
947	LVMH	Sephora US: Makeup & Skincare	249	10.9%	6.9%
15	American Eagle Outfitters Inc	AE + Aerie	266	2.7%	6.8%
146	Industria de Diseno Textil SA	ZARA	251	8.5%	6.3%
83	DineEquity Inc	IHOP; Applebee's	261	6.3%	6.3%
574	Microsoft Corp	Microsoft Outlook; Microsoft Teams; Microsoft Authenticator	134	18.4%	5.5%
169	Lululemon Athletica Inc	lululemon	259	22.0%	5.2%

## 9. AppStore USA - 2W Delta (2022-10-22, 13weeks YoY) (Part 2)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
38	Boohoo.Com PLC	PrettyLittleThing; boohooMAN – Shop Men’s Fashion; boohoo-Fashion Shopping Online	340	0.9%	4.3%
56	Carter's Inc	Carter's	275	14.9%	4.2%
190	Nordstrom Inc	Nordstrom; Nordstrom Rack: Shop Deals	314	0.7%	4.2%
365	LG Electronics Inc	LG ThinQ	213	21.7%	3.8%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club; Vudu - Movies & TV	192	16.5%	3.7%
128	Habit Restaurants Inc	The Habit Burger Grill	301	12.2%	3.6%
441	Bandai Namco Holdings Inc	DRAGON BALL LEGENDS; PAC-MAN	340	10.1%	3.5%
11	Abercrombie & Fitch Co	Hollister Co.; Abercrombie & Fitch	305	5.8%	3.4%
87	DSW Inc	DSW Designer Shoe Warehouse	327	5.9%	3.3%
348	Nissan Motor Co Ltd	NissanConnect® Services	354	6.4%	3.2%
256	TJX Companies Inc	T.J.Maxx; Marshalls Official	330	1.2%	3.0%
424	Samsung Electronics Co Ltd	Samsung Health	321	2.4%	2.8%
16	Amazon.com Inc	Amazon Shopping; Amazon Prime Video; Ring - Always Home	83	25.5%	2.7%
890	Viacom Inc	Pluto TV - Live TV and Movies; Noggin Preschool Learning App	255	18.4%	2.7%
432	American Airlines Group Inc	American Airlines	98	46.0%	2.4%
320	Delta Air Lines Inc	Fly Delta	135	23.8%	2.3%
349	Honda Motor Co Ltd	HondaLink	297	9.1%	2.0%
611	Cigna Corp	myCigna	281	12.1%	1.9%
321	United Continental Holdings Inc	United Airlines	117	32.3%	1.6%
458	Volkswagen AG	myAudi; myVW	370	3.2%	1.5%
496	Koninklijke Ahold Delhaize NV	Food Lion	349	2.4%	1.3%
120	General Motors Co	myChevrolet; myGMC	281	10.9%	1.2%
227	SeaWorld Entertainment Inc	SeaWorld; Busch Gardens	265	23.2%	1.1%
102	Express Inc	Express Scripts	310	15.6%	1.0%
412	Hershey Co	Hersheypark	296	6.1%	0.9%
140	Home Depot Inc	Project Color™ The Home Depot	336	7.8%	0.9%



### 10. AppStore Publishers USA - 2W Delta (2022-10-22, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Dunkin' Donuts	Dunkin'	126	13.3%	9.5%
	EVOLLY.APP	TV Remote - Universal Control	132	5.2%	6.4%
747	Comcast Corp	Xfinity	119	-4.6%	6.2%
432	American Airlines Group Inc	American Airlines	89	43.4%	5.0%
	Domino's Pizza LLC	Domino's Pizza USA	115	0.0%	3.7%
320	Delta Air Lines Inc	Fly Delta	129	17.9%	3.4%
837	Yum! Brands Inc	Taco Bell Fast Food & Delivery; Pizza Hut - Delivery & Takeout	164	-10.6%	2.0%
	Bird Rides, Inc.		153	2.4%	2.0%
812	Capital One Financial Corp	Capital One Mobile	73	13.9%	1.8%
	Ticketmaster	Ticketmaster-Buy, Sell Tickets	23	13.8%	1.7%
	Bytedance Pte. Ltd	CapCut - Video Editor	31	16.0%	1.6%

**11. Online Retail Amazon - 2W Delta (2022-10-24, 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>
525	Campbell Soup Co	328	61.6%	41.4%
502	Ubisoft Entertainment SA	815	1.1%	16.5%
528	Kraft Heinz Co	1173	41.0%	12.3%
505	Activision Blizzard Inc	1365	17.9%	5.2%
26	Avon Products Inc	835	8.9%	4.2%
601	H & R Block Inc	1229	41.4%	4.0%
615	Colgate-Palmolive Co	1302	9.0%	3.7%
16	Amazon.com Inc	30620	32.2%	3.6%
1474	Caleres, Inc.	494	37.2%	3.6%
39	Breville Group Ltd	1282	22.2%	3.4%

**12. Online Retail Walmart - 2W Delta (2022-10-24, 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	2321	416.9%	158.2%
457	Goodyear Tire & Rubber Co	1839	57.0%	45.6%
233	Skechers USA Inc	2389	8.9%	42.3%
212	Prada SpA	472	325.2%	24.4%
537	Acer Inc	1361	74.5%	19.4%
202	Oxford Industries Inc	375	48.2%	15.9%
238	Starbucks Corp	1000	82.5%	13.5%
541	HP Inc	4325	17.1%	12.5%
45	Burberry Group PLC	480	-0.8%	12.2%
264	Techtronic Industries Co Ltd	974	15.0%	9.9%
274	VF Corp	4643	7.5%	9.2%
26	Avon Products Inc	276	16.0%	9.0%
959	Turtle Beach	909	9.1%	8.9%

**13. Online Retail Bestbuy - 2W Delta (2022-10-24, 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>
116	Garmin Ltd	2341	154.7%	25.8%
503	Konami Holdings Corp	125	155.1%	24.2%
955	Take Two Interactive	2487	37.3%	10.7%
538	Fujifilm Holdings Corp	961	0.8%	10.1%
364	Pioneer Corp	191	-15.9%	9.4%
903	Seagate Technology PLC	2760	-6.9%	8.2%
477	Panasonic Corp	3009	0.6%	8.0%
363	Sony Corp	9455	7.9%	7.6%
425	Canon Inc	3579	-3.6%	3.2%

**14. Job Listings - 2W Delta (2022-10-24, 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>
996	Prudential PLC	2712	100.0%	94%
3	NCSOFT Corp	220	100.0%	74%
162	Kroger Co	16273	100.0%	70%
199	Orpea SA	3388	16.5%	54%
1505	Raytheon Technologies Corp	4011	-46.6%	52%
372	Pernod Ricard SA	200	36.1%	52%
671	Charter Communications Inc	4967	28.4%	51%
58	Cato Corp	173	2.7%	48%
1210	Commerzbank AG	877	43.3%	47%
894	Mid-America Apartment Communit	324	72.3%	47%
144	Husqvarna AB	205	33.2%	43%
625	Dominion Energy Inc	193	53.9%	42%
977	Equinor ASA	236	-6.0%	42%
580	HCA Healthcare Inc	9849	-20.0%	42%
119	Gerry Weber International AG	146	-10.4%	41%
844	ANSYS Inc	616	37.0%	40%
993	Iberdrola SA	371	53.1%	38%
1555	Live Nation Entertainment Inc	1813	60.0%	34%
1097	Danske Bank A/S	270	-0.1%	32%
976	Christian Dior SE	490	11.5%	31%
1009	Orange SA	1337	52.1%	30%
1039	Assicurazioni Generali SpA	521	60.5%	30%
1155	Straumann Holding AG	852	88.2%	30%
989	Bayerische Motoren Werke AG	2570	67.6%	29%
375	Constellation Brands Inc	221	15.0%	28%
1139	Dassault Aviation SA	438	89.6%	28%
321	United Continental Holdings In	327	49.1%	28%
991	Safran SA	1430	80.0%	28%
1542	Cadence Design Systems Inc	1050	36.9%	28%
1246	AB SKF	319	70.5%	27%

15. Employee Company Ratings - 2W Delta (2022-10-24, 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	1368	-4.2%	20.0%	7.0%	0.0%	Outlook
1463	Spie SA	673	3.8%	2.4%	8.5%	0.0%	Management
1010	Banco Bilbao Vizcaya Argentari	11411	5.9%	-11.2%	7.4%	0.0%	Management
1063	Schindler Holding AG	1872	7.1%	3.6%	4.5%	0.0%	Rating
627	Cboe Global Markets Inc	224	1.7%	7.0%	1.4%	0.0%	Outlook
540	Logitech International SA	946	2.0%	6.4%	4.4%	0.0%	Outlook