

ASTUTEX TRENDSPOTTING

July 04, 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
Foundation Consumer Healthcare, LLC	Pharmaceutical company	757.14	663.81	topics: Consumer;Levonorgestrel
Telemundo	Television broadcasting company	157.50	45.66	topics: Celebrity; House queries: casa de los famosos
New Japan Pro-Wrestling	Professional wrestling company	82.84	34.98	topics: WWE Money in the Bank
SKIMS	Clothing company	226.42	29.87	topics: GOOD AMERICAN queries: kim skin
Plan B One-Step	Drug brand	26.09	24.87	topics: Levonorgestrel
Prologis	Real estate investment trust company	90.54	22.54	topics: California's Great America queri
Sheetz	Convenience store company	32.66	20.27	topics: Iceberg; California's Great America; Flexible-fuel vehicle queries: great ame
Mint Mobile	Company	41.57	20.17	topics: Mobile phone; iPhone SE queries: nokia
Enterprise Rent-A-Car	Car rental agency company	23.32	11.78	topics: Rent;Car;Car rental
Rain Bird	Manufacturing company	-5.32	9.82	topics: Irrigation sprinkler
Insta360	Software company	37.74	7.14	topics: GoPro HERO;Video camera
Camping World	Retail company	2.69	4.53	topics: Recreational vehicle; Life jacket
Malco Theatres	Movie theatre company	72.10	4.19	topics: Elvis;Elvis;The Black Phone; Lightyear; Jurassic World Dominion queries: black p; elvis movie
HOKA ONE	Company	81.08	4.12	topics: Shoes
Procore	Construction company	22.36	2.50	topics: Workflow
KLM	Airline	92.19	1.08	topics: Air travel
Buc-ee's	Convenience store company	64.08	0.27	topics: Sevierville, TN
British Airways	Airline	116.23	-0.94	topics: Lufthansa;Hopper

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

Company Name	Type	Pop. growth	Growth change	Related topics
Aer Lingus	International airline	174.65	-2.08	topics: Lufthansa
Air Canada	Airline	278.33	-3.54	topics: Hand luggage
Singapore Airlines	Airline	253.08	-4.11	topics: AirAsia
Lufthansa	Airline	117.97	-4.74	topics: Suitcase
Marcus Corporation	Entertainment company	86.79	-4.92	topics: Silent Circle Blackphone 2; Blackphone;Lightyear

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
279	Webjet Ltd	2022-07-04	125%	36%
306	Qantas Airways Ltd	2022-07-04	119%	27%
300	Zendesk Inc	2022-07-04	26%	20%
579	Altria Group Inc	2022-07-04	24%	18%
12	Associated British Foods PLC	2022-07-04	4%	12%
197	Ollie's Bargain Outlet Holding	2022-07-04	-15%	11%
316	Korean Air Lines Co Ltd	2022-07-04	85%	10%
310	Deutsche Lufthansa AG	2022-07-04	60%	7%
838	Prologis Inc	2022-07-04	46%	6%
866	BlackRock Inc	2022-07-04	31%	3%
71	Crocs Inc	2022-07-04	19%	3%
641	FMC Corp	2022-07-04	12%	2%
57	Caseys General Stores Inc	2022-07-04	12%	2%
51	Camping World Holdings Inc	2022-07-04	14%	2%
713	Edison International	2022-07-04	10%	1%
678	S&P Global Inc	2022-07-04	110%	0%
19	AppFolio Inc	2022-07-04	43%	0%
883	Assurant Inc	2022-07-04	22%	-1%
174	Marriott International Inc	2022-07-04	23%	-1%
225	Samsonite International SA	2022-07-04	61%	-3%
506	TUI AG	2022-07-04	23%	-4%
432	American Airlines Group Inc	2022-07-04	12%	-4%
293	Wyndham Worldwide Corp	2022-07-04	12%	-6%
314	Ryanair Holdings PLC	2022-07-04	57%	-6%
276	Viking Line Abp	2022-07-04	44%	-10%
311	International Consolidated Air	2022-07-04	93%	-12%
1489	Tallink Grupp	2022-07-04	41%	-17%
289	Wizz Air Holdings PLC	2022-07-04	58%	-18%

3. Google Trends Industries World - 2W Delta (2022-07-04, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Stock market	18.7%	5.2%	topics: Market;Stock;Yellowstone Caldera;June 20 queries: stock; market;stock market;flooding yellowstone national park; stock market recovery crossword; man climbing devon tower oklahoma city
Nintendo Switch	-9.3%	4.1%	topics: Nintendo Switch;Nintendo queries: nintendo switch; nintendo;switch;support.nintendo/switch/gamecarderror; familyfunwithquaker.com nintendo switch
Sony PlayStation	-16.8%	3.2%	topics: PlayStation 5;PlayStation Network;PlayStation 4; Teenage Mutant Ninja Turtles: Shredder's Revenge queries: pl; playstation plus july 2022;july playstation plus games; the quarry game
Payment	2.8%	3.1%	topics: Invoice;Credit;Credit card queries: pay;payment; apple buy now pay later;frontline pay mn
Vehicle audio	-16.2%	3.0%	topics: Car queries: car audio;car stereo;car radio
Xbox	-10.1%	3.0%	topics: Xbox One;Xbox Series X and Series S;NARAKA: BLADEPOINT; Persona queries: xbox;xbox bethesda games showcase; naraka bladepoint;xbox and bethesda games showcase
Food processor	-27.5%	2.9%	topics: Food;Mandoline;Griddle;Oat queries: food processor
Bicycle	-13.8%	2.8%	topics: Electric bicycle;Motorcycle; bicycle accident queries: bike;biden falls off bike; biden bike accident
Bicycle	-13.8%	2.8%	topics: Electric bicycle;Motorcycle; bicycle accident queries: bike;biden falls off bike; biden bike accident
Home appliance	-3.6%	2.8%	topics: Home repair queries: appliance;appliances; 4th of july appliance sales 2022
Pharmacy	4.8%	2.4%	topics: Pharmacy technician;Walgreens; Walgreens Pharmacy queries: pharmacy;centerwell pharmacy; robert b green pharmacy;centerwell pharmacy humana

3. Google Trends Industries World - 2W Delta (2022-07-04, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Sunglasses	12.5%	2.2%	topics: topics: Glasses;Oakley;Ray-Ban;queries: sunglasses; national sunglasses day 2022; national sunglasses day queries: queries: sunglasses; national sunglasses day
Athleisure	2.0%	2.1%	topics: Clothing;Man;Fabletics queries: athleisure
Playstation 4	-29.3%	2.1%	topics: Sony PlayStation 4; Teenage Mutant Ninja Turtles: Shredder's Revenge; Fall Guys: Ultimate Knockout queries: ps4; is fall guys cross platform ps4 and xbox; naraka bladepoint ps4;is fall guys free on ps4
Garden	-14.2%	2.1%	topics: Botanical garden;Plant;Hose queries: garden; frederick meijer garden concerts
Quadcopter	-5.5%	2.1%	topics: Unmanned aerial vehicle; VistaTech Quadcopter Drone with Camera queries: quadcopter
Variety store	-2.6%	2.1%	topics: Dollar Tree;Postage stamp queries: dollar store; dollar stores crossword
Vehicle	8.8%	2.0%	topics: Motor vehicle;Vehicle registration plate; Electric vehicle;1,000,000 queries: vehicle; ford recalls 2.9 million vehicles; lax airport suspicious vehicle; abortion roe v wade supreme court
Action camera	-19.6%	2.0%	topics: Camera;Budget;AKASO V50 queries: action camera
Video game console	-16.1%	1.9%	topics: Video game;Xbox;Omori queries: console; is the cycle frontier on console; omori console exclusive content; overwatch 2 console beta sign up
Game controller	-11.4%	1.7%	topics: Xbox;PlayStation 4; Xbox Wireless Controller queries: controller; xbox pride controller
Moisturizer	4.4%	1.7%	topics: Face;Skin;Cream queries: moisturizer; should i put sunscreen on before or after moisturizer; rhode skincare;gleam deep moisturizer

3. Google Trends Industries World - 2W Delta (2022-07-04, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Motorcycle	4.6%	1.5%	topics: topics: Bicyclequeries: motorcycle; lake george motorcycle accident; biden falls bike queries: queries: motorcycle; biden falls bike
Smartwatch	4.7%	1.5%	topics: Watch queries: smart watch;smartwatch; carbonex smart watch
Power Tool	-9.2%	1.5%	topics: Tool;Power;Roofer;Angle queries: power tools;power tool; roofers power tool crossword

4. Google Trends Industries USA - 2W Delta (2022-07-04, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Stock market	41.7%	13.0%	topics: Market;Stock;Yellowstone Caldera;June 20 queries: stock; market;stock market;flooding yellowstone national park; stock market recovery crossword; man climbing devon tower oklahoma city
Payment	-9.5%	9.9%	topics: Invoice;Credit;Credit card queries: pay;payment; apple buy now pay later;frontline pay mn
Bicycle	-10.9%	4.9%	topics: Electric bicycle;Motorcycle; bicycle accident queries: bike;biden falls off bike; biden bike accident
Bicycle	-10.9%	4.9%	topics: Electric bicycle;Motorcycle; bicycle accident queries: bike;biden falls off bike; biden bike accident
Quadcopter	-2.7%	4.8%	topics: Unmanned aerial vehicle; VistaTech Quadcopter Drone with Camera queries: quadcopter
Nintendo Switch	-12.7%	4.3%	topics: Nintendo Switch;Nintendo queries: nintendo switch; nintendo;switch;support.nintendo/switch/gamecarderror; familyfunwithquaker.com nintendo switch
Video game console	-15.5%	3.7%	topics: Video game;Xbox;Omori queries: console; is the cycle frontier on console; omori console exclusive content; overwatch 2 console beta sign up
Skin care	6.5%	3.6%	topics: Skin;RHODE;Hailey Bieber; Kim Kardashian queries: skincare;skin care; rhode skincare review;rhode clothing;rhode skincare prices
Pharmacy	6.2%	3.6%	topics: Pharmacy technician;Walgreens; Walgreens Pharmacy queries: pharmacy;centerwell pharmacy; robert b green pharmacy;centerwell pharmacy humana
Bank	4.1%	2.8%	topics: Online banking;U.S. Bancorp;U.S. Bank Branch; June 20 queries: bank;are banks open on juneteenth; are banks closed on juneteenth;why are banks closed today
Vehicle audio	-20.5%	2.4%	topics: Car queries: car audio;car stereo;car radio

4. Google Trends Industries USA - 2W Delta (2022-07-04, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Motorcycle	1.5%	2.3%	topics: topics: Bicyclequeries: motorcycle; lake george motorcycle accident; biden falls bike queries: queries: motorcycle; biden falls bike
Shoes	4.1%	2.2%	topics: Man;Nike queries: shoes
Xbox	-11.4%	2.2%	topics: Xbox One;Xbox Series X and Series S;NARAKA: BLADEPOINT; Persona queries: xbox;xbox bethesda games showcase; naraka bladepoint;xbox and bethesda games showcase
Doll	0.7%	2.2%	topics: American Girl;Barbie;Baby Doll queries: doll;dolls; dyshea dancing dolls;dancing doll killed;doll e mini
Online Banking	-11.4%	2.1%	topics: Bank queries: online banking
Mobile phone	4.9%	2.1%	topics: Telephone;iPhone;Blackphone;Silent Circle Blackphone 2; The Black Phone queries: phone;black phone showtimes; black phone streaming;black phone movie
Life Insurance	2.0%	2.0%	topics: Insurance;Life queries: life insurance; use life insurance while alive; how to use life insurance while alive; can you use life insurance while alive
Boat	-12.7%	2.0%	topics: Rent;Pontoon boat queries: boat
Mobile games	9.2%	2.0%	topics: Mobile phone;Game;Video game;Attack on Titan;Gamer; Fight Night Round 4 queries: mobile games;game mobile; new disney mobile game;fun mobile games to play with friends
Leggins	-25.8%	1.9%	topics: Tights;Trousers;lululemon queries: leggings;zulily; bootcut jeggings;myprotein leggings
Power Tool	-9.6%	1.9%	topics: Tool;Power;Roofer;Angle queries: power tools;power tool; roofers power tool crossword

4. Google Trends Industries USA - 2W Delta (2022-07-04, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
hiking apparel	-19.5%	1.8%	topics: topics: Hiking;Clothingqueries: hiking clothes; hiking outfits queries: queries: hiking clothes; hiking outfits
Money	6.2%	1.8%	topics: Money order;Account;Cash App queries: money; liv golf prize money;us open prize money; when is money in the bank 2022
Streetwear	-8.4%	1.7%	topics: Clothing;Man;Brand;Aelfric eden;Beanie; Cardigan queries: streetwear

5. Website Traffic - 2W Delta (2022-07-02, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
95	Esprinet SpA	1.376000	320%	67%
910	J B Hunt Transport Services In	3.164307	35%	26%
347	Renault SA	5.477538	36%	22%
909	Alliant Energy Corp	1.045153	54%	21%
271	Vail Resorts Inc	2.511615	6%	19%
390	Nintendo Co Ltd	124.761384	106%	19%
813	Waters Corp	2.089000	124%	17%
774	Qualcomm Inc	13.054384	79%	17%
717	Snap-On Inc	1.829461	18%	14%
127	SEB SA	1.449538	81%	13%
401	Yamaha Motor Co Ltd	9.000384	11%	13%
700	PPL Corp	3.456692	76%	13%
869	Philip Morris International In	1.520153	16%	13%
850	Republic Services Inc	4.298923	7%	12%
227	SeaWorld Entertainment Inc	2.809000	-19%	11%
398	Wal Mart de Mexico SAB de CV	5.308846	44%	11%
842	Henry Schein Inc	2.395307	-18%	10%
956	Square Enix	89.802846	48%	9%
680	Micron Technology Inc	3.514000	45%	9%
19	AppFolio Inc	29.524615	20%	9%
446	PostNL NV	12.999307	102%	9%
265	Tupperware Brands Corp	2.569615	77%	9%
837	Yum! Brands Inc	29.542538	28%	8%
345	Daimler AG	17.400153	54%	8%
299	Zalando SE	33.944538	4%	8%
691	Northrop Grumman Corp	2.706615	56%	8%
251	Texas Roadhouse Inc	2.861153	3%	8%
743	Xerox Corp	7.790000	15%	8%
562	American Water Works Company I	3.615692	13%	7%
635	Entergy Corp	1.927153	25%	7%
13	Accell Group NV	1.657769	84%	6%
309	China Southern Airlines Co Ltd	10.188923	115%	6%

6. Wikipedia - 2W Delta (2022-07-04, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
139	H & M Hennes & Mauritz AB		3347	60.1%	28.5%
915	DISH Network Corp	en.wikipedia.org/wiki/Dish_Network	2685	-19.7%	18.3%
171	Luxottica Group SpA	en.wikipedia.org/wiki/Luxottica	3050	30.7%	16.6%
987	EssilorLuxottica SA	en.wikipedia.org/wiki/Luxottica	3050	30.7%	16.6%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	38383	119.5%	16.0%
162	Kroger Co	en.wikipedia.org/wiki/Kroger	3325	-2.5%	13.9%
851	eBay Inc	en.wikipedia.org/wiki/EBay	6243	64.7%	10.9%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Alexander_Povetkin_vs._Dillian_Whyte_II	2329	-7.1%	10.2%
414	Mondelez International Inc	en.wikipedia.org/wiki/Mondelez_International	4095	-4.6%	8.4%
187	Netflix Inc	en.wikipedia.org/wiki/Netflix	28214	78.5%	7.4%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	3760	79.1%	7.1%
311	International Consolidated Air	en.wikipedia.org/wiki/International_Airlines_Group	4363	47.8%	6.2%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	4417	60.5%	6.0%
430	Turk Hava Yollari AO		3314	88.6%	5.8%
399	Wal-Mart Stores Inc	en.wikipedia.org/wiki/Thornton_shooting	2681	-2.1%	5.8%
623	Target Corp	en.wikipedia.org/wiki/Target_Corporation	4538	5.8%	5.7%
506	TUI AG	en.wikipedia.org/wiki/TUI_Group	2983	65.5%	5.6%
413	Kellogg Co		4252	-7.9%	5.4%

7. Wikipedia Pages- 2W Delta (2022-07-02, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/WeTransfer	37380	487%	153%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Diablo_Immortal	20835	584%	91%
		en.wikipedia.org/wiki/Indeed	21280	310%	62%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	747671	245%	53%
		en.wikipedia.org/wiki/Udemy	24282	224%	52%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/AliExpress	30245	213%	50%
14	Adidas AG	en.wikipedia.org/wiki/Stella_McCartney	28913	45%	39%
161	Kering SA	en.wikipedia.org/wiki/Stella_McCartney	28913	45%	39%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_Maps	118636	266%	38%
		en.wikipedia.org/wiki/LinkedIn	70032	179%	34%
161	Kering SA	en.wikipedia.org/wiki/Gucci	58437	168%	31%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	264880	164%	31%
		en.wikipedia.org/wiki/Vivienne_Westwood	18587	168%	26%
		en.wikipedia.org/wiki/The_Pirate_Bay	154777	35%	24%
474	Best Buy Co Inc	en.wikipedia.org/wiki/Best_Buy	11246	71%	20%
187	Netflix Inc	en.wikipedia.org/wiki/Netflix	191653	95%	18%
98	Etsy Inc	en.wikipedia.org/wiki/Etsy	13354	97%	18%
139	H & M Hennes & Mauritz AB	en.wikipedia.org/wiki/H%26M	24910	48%	18%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/Assassin's_Creed_Origins	12215	34%	18%
		en.wikipedia.org/wiki/Career_Opportunities_(film)	16756	40%	16%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Blizzard_Entertainment	13576	59%	15%
		en.wikipedia.org/wiki/Aunt_Jemima	16522	-9%	14%
		en.wikipedia.org/wiki/Skype	10644	6%	14%
		en.wikipedia.org/wiki/Chrome_Web_Store	11347	93%	13%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	11368	102%	13%
		en.wikipedia.org/wiki/Streaming_media	36876	335%	13%
		en.wikipedia.org/wiki/IndiGo	22033	75%	12%
		en.wikipedia.org/wiki/HDFC_Bank	25403	63%	12%
		en.wikipedia.org/wiki/GitHub	32485	66%	12%
		en.wikipedia.org/wiki/Bet9ja	12766	41%	12%
		en.wikipedia.org/wiki/UKG	25147	227%	11%
430	Turk Hava Yollari AO	en.wikipedia.org/wiki/Turkish_Airlines	13762	90%	11%

7. Wikipedia Pages- 2W Delta (2022-07-02, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/All_Elite_Wrestling	75016	27%	10%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Modern_Warfare_(2019_video_game)	17910	60%	10%
306	Qantas Airways Ltd	en.wikipedia.org/wiki/Qantas	9911	50%	10%
		en.wikipedia.org/wiki/Spotify	54351	43%	9%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	18684	278%	9%
		en.wikipedia.org/wiki/IKEA	29588	15%	9%
		en.wikipedia.org/wiki/ICICI_Bank	17926	27%	9%
837	Yum! Brands Inc	en.wikipedia.org/wiki/Pizza_Hut	13759	20%	9%
		en.wikipedia.org/wiki/Axis_Bank	12920	37%	9%
414	Mondelez International Inc	en.wikipedia.org/wiki/Mondelez_International	13115	10%	8%
		en.wikipedia.org/wiki/Google_Play	44006	70%	8%
		en.wikipedia.org/wiki/Jio	23520	2%	7%
		en.wikipedia.org/wiki/Sears	10176	12%	7%
		en.wikipedia.org/wiki/Rolux	13145	23%	6%
		en.wikipedia.org/wiki/United_States_Postal_Service	10573	8%	6%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_(console)	16246	9%	6%
		en.wikipedia.org/wiki/AnyDesk	32169	112%	6%
		en.wikipedia.org/wiki/Walmart	49073	25%	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 (2022-07-02, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
103	Fast Retailing Co Ltd	UNIQLO US	339	13.9%	3.5%
277	Vista Outdoor Inc	Bushnell Golf Mobile	256	32.0%	3.0%
1018	Barclays PLC	Barclays US Credit Cards	315	10.4%	2.3%
543	Verizon Communications Inc	GizmoHub	345	2.0%	2.2%
116	Garmin Ltd	Garmin Golf	276	3.2%	2.2%
611	Cigna Corp	myCigna	293	9.7%	2.1%
496	Koninklijke Ahold Delhaize NV	Food Lion	363	2.6%	1.5%

10. AppStore Publishers USA - 2W Delta (2022-07-02, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
551	Walt Disney Co	Disney+; ESPN: Live Sports & Scores	28	31.3%	24.7%
	ADP, Inc	ADP Mobile Solutions	160	-4.2%	20.0%
	Ticketmaster	Ticketmaster-Buy, Sell Tickets	28	61.7%	16.4%
574	Microsoft Corp	Microsoft Outlook; Microsoft Teams; LinkedIn: Network & Job Finder	79	31.2%	12.8%
	Crumbl, LLC	Crumbl Cookies	82	46.7%	7.1%
433	Southwest Airlines Co	Southwest Airlines	136	20.3%	5.9%
	Skype Communications S.a.r.l		174	-1.1%	4.7%
887	Expedia Inc	Vrbo Vacation Rentals; Expedia: Hotels, Flights & Car	51	69.6%	4.4%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club	41	10.8%	3.7%
	Domino's Pizza LLC	Domino's Pizza USA	106	14.6%	3.7%
	Bumble Holding Limited	Bumble - Dating. Friends. Bizz	150	12.8%	3.6%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	106	-10.7%	3.5%
	Poshmark, Inc.	Poshmark: Buy & Sell Fashion	105	22.0%	3.4%
	Maplebear Inc	Instacart: Grocery delivery	92	48.4%	3.1%
	Telegram FZ-LLC	Telegram Messenger	19	30.3%	3.0%
338	Adobe Systems Inc	Adobe Acrobat Reader: Edit PDF	188	-1.4%	2.8%
812	Capital One Financial Corp	Capital One Mobile	87	11.8%	2.3%
175	McDonald's Corp	McDonald's	21	29.8%	2.1%
1477	Twitter Inc	Twitter	29	4.7%	1.6%

11. Online Retail Amazon - 2W Delta (2022-07-04, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
405	Danone SA	442	2.6%	24.7%
39	Breville Group Ltd	1152	50.8%	13.9%
528	Kraft Heinz Co	924	-13.5%	11.2%
536	Monster Beverage Corp	906	0.3%	7.4%
525	Campbell Soup Co	346	-17.0%	6.4%
389	Asics Corp	1207	18.0%	6.3%
20	Apple Inc	653	24.6%	5.2%
189	Nike Inc	1462	61.4%	5.1%
956	Square Enix	804	-20.0%	4.9%
78	Deckers Outdoor Corp	986	-27.9%	4.1%
477	Panasonic Corp	634	-9.9%	3.8%
362	Casio Computer Co Ltd	3317	-25.2%	3.8%
5	Puma SE	971	34.7%	3.7%
71	Crocs Inc	7007	23.8%	3.4%
505	Activision Blizzard Inc	1305	14.9%	3.4%

12. Online Retail Walmart - 2W Delta (2022-07-04, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
453	Kumho Petro Chemical Co Ltd	454	981.0%	134.3%
171	Luxottica Group SpA	1276	258.4%	71.1%
268	Under Armour Inc	1121	117.2%	63.4%
277	Vista Outdoor Inc	268	141.4%	23.2%
216	Ralph Lauren Corp	202	37.4%	16.2%
529	J M Smucker Co	1122	-10.0%	12.9%
537	Acer Inc	1425	17.6%	9.9%
328	Yamaha Corp	735	26.3%	8.1%
250	Tempur Sealy International Inc	519	21.0%	8.0%
234	Sodastream International Ltd	1985	7.0%	7.7%
264	Techtronic Industries Co Ltd	1144	33.2%	5.6%
456	Hankook Tire Co Ltd	281	130.3%	5.5%

13. Online Retail Bestbuy - 2W Delta (2022-06-27, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
328	Yamaha Corp	2553	51.0%	19.0%
957	Capcom	270	-37.6%	16.1%
116	Garmin Ltd	1690	18.3%	14.2%
441	Bandai Namco Holdings Inc	204	42.7%	12.3%
959	Turtle Beach	1459	6.0%	9.8%
956	Square Enix	688	-20.7%	9.1%
541	HP Inc	2526	0.1%	8.8%
955	Take Two Interactive	1953	3.3%	8.6%
574	Microsoft Corp	1276	-8.8%	7.3%
540	Logitech International SA	3641	-26.0%	6.7%
502	Ubisoft Entertainment SA	751	-23.7%	6.1%
390	Nintendo Co Ltd	2357	1.9%	6.1%
365	LG Electronics Inc	4485	-24.6%	6.0%
426	Seiko Epson Corp	1250	-35.3%	5.3%
538	Fujifilm Holdings Corp	1031	-0.4%	4.9%
425	Canon Inc	3574	-6.8%	4.3%
903	Seagate Technology PLC	2366	-27.0%	3.8%
363	Sony Corp	8661	-14.2%	3.5%
907	Church & Dwight Co Inc	716	-13.6%	3.3%

14. Job Listings - 2W Delta (2022-06-27, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
785	CBS Corp	791	100.0%	168%
1174	Hochtief AG	505	17.5%	86%
199	Orpea SA	1459	-10.9%	85%
964	Total SA	640	-16.3%	83%
1055	E.ON SE	301	61.6%	82%
89	Dunelm Group PLC	208	51.8%	81%
1201	Pearson PLC	5857	59.5%	79%
162	Kroger Co	8116	24.9%	79%
678	S&P Global Inc	1535	22.6%	73%
30	Basic Fit NV	118	-9.8%	71%
1045	Vonovia SE	409	-22.4%	69%
138	Hibbett Sports Inc	3002	-26.5%	68%
1162	Yara International ASA	297	61.0%	66%
814	NetApp Inc	492	74.2%	65%
584	Aflac Inc	327	6.1%	65%
445	Royal Mail PLC	351	79.8%	59%
837	Yum! Brands Inc	66897	41.1%	57%
807	Prudential Financial Inc	723	46.5%	52%
427	Lenovo Group Ltd	2145	51.9%	50%
527	Hormel Foods Corp	177	-34.0%	49%
777	AutoNation Inc	2638	60.2%	49%
112	Francesca's Holdings Corp	704	-50.4%	49%
997	Electricite de France SA	1916	45.6%	48%
926	Equinix Inc	777	61.2%	48%
1019	Compass Group PLC	2854	-6.5%	47%
760	Flowserve Corp	1598	78.9%	47%
762	Expeditors International of Wa	544	22.6%	45%
698	PG&E Corp	310	-16.7%	44%
1129	Merck KGaA	529	55.5%	44%
910	J B Hunt Transport Services In	2329	73.5%	44%

15. Employee Company Ratings - 2W Delta (2022-07-04, 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
506	TUI AG	1513	18.4%	-0.8%	19.2%	0.0%	Management
403	Barry Callebaut AG	511	3.2%	8.2%	4.0%	0.0%	Outlook
1289	Berkeley Group Holdings PLC	305	2.0%	1.8%	1.6%	7.2%	CEO Rating
1344	LANXESS AG	691	0.6%	3.4%	0.4%	6.8%	CEO Rating
122	GoPro Inc	432	1.1%	1.4%	1.5%	6.2%	CEO Rating
54	Care.com Inc	1977	5.4%	-1.0%	6.1%	-0.6%	Management
199	Orpea SA	721	3.9%	-0.4%	6.1%	0.0%	Management
717	Snap-On Inc	692	2.4%		6.0%	0.0%	Management
1321	Rockwool International A/S	355	4.5%	6.0%	3.9%	0.0%	Outlook
1329	Air France KLM SA	1232	5.9%	0.6%	3.3%	-0.2%	Rating
937	Macerich Co	254	2.7%	0.0%	3.5%	5.6%	CEO Rating
742	WEC Energy Group Inc	362	2.7%	-2.0%	5.6%	0.0%	Management
538	Fujifilm Holdings Corp	435	1.3%	1.3%	0.1%	5.5%	CEO Rating
704	Pinnacle West Capital Corp	236	-3.8%	0.0%	5.4%	0.0%	Management
612	UDR Inc	410	2.4%	5.4%	2.8%	4.4%	Outlook
1097	Danske Bank A/S	760	0.1%	1.0%	-0.8%	5.2%	CEO Rating
287	Winnebago Industries Inc	218	-0.4%	5.2%	-1.7%	0.0%	Outlook
917	Everest Re Group Ltd	249	1.1%	5.2%	0.3%	0.0%	Outlook
987	EssilorLuxottica SA	1809	1.5%	5.2%	-1.9%	3.6%	Outlook
182	Moncler SpA	248	0.6%	5.0%	0.2%	2.0%	Outlook