

ASTUTEX TRENDSPOTTING

January 31, 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
Sam Goody	Retail company	24600.02	2800.00	topics: The 355;Belle;The King's Man;Sing
13 Scents Inc.	Company	4776.92	969.23	topics: Customer relationship management; Juliette Has a Gun;Software;Home appliance; Moving company; Flower queries: flowerbomb perfume dossi; crm tools; flower delivery chicago proflowers; next day flower delivery proflowers; fba shipping rapid express freight
Crystal Cruises	Company	660.00	550.48	topics: Arrest warrant;Warrant;Arrest; cruise; Thierry Mugler queries: nj toddler walma
Purdue Pharma	Pharmaceutical company	317.33	217.89	topics: Pharmaceutical industry; Richard Sackler queries: dopesick
Choice Home Warranty	Company	1272.92	207.70	topics: Home appliance; Customer relationship management; Gift basket;Life insurance;Resort; Insurance queries: cancun resorts club m; best term life insurance sproutt; next day flower delivery proflowers; truck accident lawyer chicago chicagoacc; crm tools
Club Med	Company	359.57	123.94	topics: Resort;Family;Glasses;Vacation; Moving company; Juliette Has a Gun queries: cancun resor; family resorts club med; all inclusive family resorts club med; punta cana all inclusive resorts; usa glasses
ProFlowers	Retail company	636.96	84.58	topics: Flower; Customer relationship management; Home appliance;Juliette Has a Gun; Gift basket; Traffic collision queries: flower delive; next day flower delivery proflowers; crm tools; truck accident lawyer chicago chicagoacc; fba shipping rapid express freight
BigRentz	Company	469.14	63.76	topics: Moving company

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

Company Name	Type	Pop. growth	Growth change	Related topics
GlassesUSA.com	Online retail company	111.59	55.52	topics: Glasses;Resort;Vacation; Life insurance; Juliette Has a Gunqueries: usa glasses; cancun resorts club med; punta cana all inclusive resorts; family resorts club med; all inclusive family resorts club med qu; all inclusive family resorts club med
Activision Blizzard	Video game company	39.18	51.68	topics: Federal Trade Commission; Market capitalization;Purchasing; God of War;Xbox;Sony PlayStation
Bentgo	Company	140.83	44.89	topics: Lunchbox
SKIMS	Company	239.38	38.56	topics: SKIMS
Happy Madison Productions	Production company	16.67	37.54	topics: Adam Sandler
ICANotes, LLC	Software company	100.67	37.43	topics: Electronic health record
Regal Cinemas	Entertainment company	782.76	34.37	topics: Belle;The 355;The King's Man; Kingsman;Sing 2;Scream queries: scream 5; scream 2022
Blizzard Entertainment	Video game company	29.10	31.76	topics: Xbox;Xbox Game Pass;Video game
Carhartt	Company	30.37	29.89	topics: Jacket;Hoodie;Streetwear
Ferretti Group	Company	43.53	27.95	topics: Yacht
Palm Harbor Homes	Company	56.03	27.31	topics: Manufactured housing
Breeze Airways	Airline	991.40	27.15	topics: Airline
American Fidelity Assurance Company	Company	74.41	26.65	topics: Flexible spending account
BETADINE	Drug brand	100.00	23.60	topics: Mouthwash
Amy's Kitchen	Company	31.46	19.34	topics: Organic food
Amazon Fresh	Grocery store company	45.19	19.22	topics: Grocery store

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

Company Name	Type	Pop. growth	Growth change	Related topics
Asana	Company	104.00	18.37	topics: queries: crm tools; fba shipping rapid express freight; flower delivery chicago proflowers queri; flower delivery chicago proflowers
Dental Service of Massachusetts Inc	Company	63.46	17.60	topics: Delta Dental
Sunwave	Software company in Delray Beach, Florida	134.93	16.65	topics: Electronic health record
BJU Press	Publishing company	4.35	16.31	topics: Homeschooling
The Mark Travel Company LLC	Company	3.22	14.58	topics: Vacation
Away	Accessories retail company	141.67	12.87	topics: Suitcase
Etihad Airways	International airline	171.10	12.55	topics: Emirates
Avianca	Airline	84.17	12.40	topics: Volaris
CMA CGM	Company	63.44	11.15	topics: Intermodal container
Gusto	Company	32.07	10.58	topics: Gusto
Dell Financial Services LLC	Company	34.77	10.53	queries: dell financial services
Marc Jacobs	Company	52.20	10.27	topics: Handbag
24 Hour Fitness	Company	47.54	9.29	topics: Gym;Physical fitness
Clever	Company	77.39	9.06	topics: Web portal
Yellow Corporation	Transport company	43.27	9.06	queries: freight
Auto-Owners Insurance	Company	25.90	9.03	topics: Vehicle insurance
Steel Authority of India	Steel production company	44.79	9.01	topics: Sail
Analogue	Video game company	272.37	8.86	topics: Game Boy family
Crest Marine	Company	8.59	8.59	topics: Pontoon boat
Hy Cite Enterprises, LLC	Company	144.17	8.46	topics: Distributor

1. Google Trends USA - 2W Delta (13weeks YoY) (Part 4)

Company Name	Type	Pop. growth	Growth change	Related topics
Genesys	Software company	20.07	8.23	topics: Cloud computing
Shoemall	Online retail company	4.02	8.15	topics: Zappos
Oculus VR	Company	48.14	7.85	topics: VRChat;Eyeglass prescription
ESO Solutions, Inc.	Company	133.33	7.77	topics: Scheduling
Zola	Company	100.92	7.32	topics: Personal wedding website
HealthEquity	Company	85.37	7.30	topics: Flexible spending account
Epic!	Company	84.28	7.26	topics: Book
Emirates	Airline	118.60	6.88	topics: Dubai; San Francisco International Airport; Airline ticket
Volaris	Airline	73.11	6.68	topics: Suitcase
LA Fitness	Company	62.50	6.55	topics: Gym;YMCA
Oppenheimer Holdings	Investment banking company	2.45	6.52	queries: oppenheimer funds
Vudu	Video on demand company	18.28	6.40	topics: West African Vodun;Sing
LendingClub	Company	53.06	6.28	topics: Federal Trade Commission
Dyson	Household appliances company	33.77	6.00	topics: Vacuum cleaner;Clothes dryer; Robotic vacuum cleaner queries: ultra
Delta Dental of Illinois	Insurance company	59.91	5.74	topics: Delta Dental
Sorel	Company	4.05	5.74	topics: Snow boot queries: best snow boo
Okta	Software company	28.29	5.51	topics: Security token
MONAT Global	Multi-level marketing company	9.92	5.43	topics: Monat
Regeneron Pharmaceuticals	Biotechnology company	15.74	5.21	topics: Pharmaceutical industry

1. Google Trends USA - 2W Delta (13weeks YoY) (Part 5)

Company Name	Type	Pop. growth	Growth change	Related topics
Yves Saint Laurent	Fashion company	42.03	5.16	topics: topics: Customer relationship ma; Juliette Has a Gun;Handbag;Flower; Moving company; Freight transportqueries: ysl lipstick ; ysl lipstick printer;lipstick printer; flowerbomb perfume dossier.co; shipping to amazon fba rapid express fre; shipping to amazon fba rapid express fre
Toast, Inc.	Company	69.23	5.02	topics: Point of sale; Payroll queries: toast payroll
Sun & Ski Sports	Sporting goods company	10.58	5.01	queries: ski boots

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
30	Basic Fit NV	2022-01-30	224%	99%
421	Greene King PLC	2022-01-30	106%	52%
1488	Olainfarm	2022-01-30	50%	36%
635	Entergy Corp	2022-01-30	18%	30%
1485	Linus Agro Group	2022-01-30	39%	25%
695	Omnicom Group Inc	2022-01-30	234%	23%
296	Yelp Inc	2022-01-30	-5%	20%
304	Ladbrokes Coral Group PLC	2022-01-30	33%	17%
196	Oriental Land Co Ltd	2022-01-30	43%	16%
787	Xilinx Inc	2022-01-30	-13%	15%
890	Viacom Inc	2022-01-30	327%	15%
649	HCP Inc	2022-01-30	79%	14%
637	EQT Corp	2022-01-30	-46%	14%
499	President Chain Store Corp	2022-01-30	27%	12%
601	H & R Block Inc	2022-01-30	-18%	12%
758	Cincinnati Financial Corp	2022-01-30	-28%	11%
664	Kimco Realty Corp	2022-01-30	-17%	10%
803	Incyte Corp	2022-01-30	19%	9%
806	AvalonBay Communities Inc	2022-01-30	22%	9%
629	Duke Energy Corp	2022-01-30	21%	9%
678	S&P Global Inc	2022-01-30	-18%	9%
858	Devon Energy Corp	2022-01-30	3%	9%
487	Raia Drogasil SA	2022-01-30	14%	8%
931	Alexandria Real Estate Equitie	2022-01-30	-4%	8%
641	FMC Corp	2022-01-30	21%	8%
495	GS Retail Co Ltd	2022-01-30	38%	8%
313	Cathay Pacific Airways Ltd	2022-01-30	5%	8%
912	Mohawk Industries Inc	2022-01-30	-16%	8%
314	Ryanair Holdings PLC	2022-01-30	139%	8%
711	Robert Half International Inc	2022-01-30	7%	8%
535	Whitbread PLC	2022-01-30	49%	7%
648	Harris Corp	2022-01-30	-8%	7%
315	ANA Holdings Inc	2022-01-30	18%	7%
688	Noble Energy Inc	2022-01-30	-61%	7%
441	Bandai Namco Holdings Inc	2022-01-30	-7%	7%

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
558	Concho Resources Inc	2022-01-30	-70%	7%
261	TripAdvisor Inc	2022-01-30	34%	7%
936	Regency Centers Corp	2022-01-30	-35%	7%
659	Interpublic Group of Companies	2022-01-30	-25%	7%
583	Abbott Laboratories	2022-01-30	26%	7%
830	Arconic Inc	2022-01-30	2%	7%
766	Gilead Sciences Inc	2022-01-30	-63%	6%
921	LKQ Corp	2022-01-30	11%	6%
585	Air Products and Chemicals Inc	2022-01-30	0%	6%
934	News Corp	2022-01-30	61%	6%
1492	MADARA Cosmetics	2022-01-30	-43%	6%
881	Intercontinental Exchange Inc	2022-01-30	-7%	6%
730	Total System Services Inc	2022-01-30	-30%	6%
846	Sealed Air Corp	2022-01-30	11%	6%
853	Sempra Energy	2022-01-30	-26%	6%
555	Phillips 66	2022-01-30	-7%	6%
908	Federal Realty Investment Trus	2022-01-30	-22%	5%
204	Patisserie Holdings PLC	2022-01-30	38%	5%
275	Viavi Solutions Inc	2022-01-30	-36%	5%
255	Tivity Health Inc	2022-01-30	3%	5%
734	Unum Group	2022-01-30	-1%	5%
873	CSX Corp	2022-01-30	-10%	5%
667	Leggett & Platt Inc	2022-01-30	-23%	5%
840	Verisign Inc	2022-01-30	-42%	5%
1486	Merko Ehitus	2022-01-30	-50%	5%

3. Google Trends Industries World - 2W Delta (2022-01-31, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Pharmacy	21.7%	4.4%	topics: Walgreens;CVS Pharmacy;Pharmacy technician; Mark Cuban queries: pharmacy;mark cuban pharmacy;mark cuban; mark cuban online pharmacy
Gym	-4.9%	4.1%	topics: Fitness center;Physical fitness;Home Gym queries: gym; victoryaxo gym;cheer gyms near me;lac gym
Black Friday	76.1%	3.4%	topics: Discounts and allowances;2021 queries: black friday; black friday crypto crash
Air Conditioner	-17.5%	2.8%	topics: Air conditioning;Honeywell;Condensation; Packaged terminal air conditioner queries: air conditioner; air conditioner sale
Backpack	-9.7%	2.4%	topics: Bag;Handbag;Fanny pack queries: backpack; encanto backpack;mother lode jr travel backpack
Mobile games	-33.3%	2.2%	topics: Mobile phone;Game;Video game;Gamer;Computer programming; Online game queries: best mobile games
Heating, ventilation, and air	5.1%	1.9%	topics: System;Capacitor;Job description queries: hvac; hvac services near me
Heating Ventilation and AC	5.1%	1.9%	topics: System;Capacitor;Job description queries: hvac; hvac services near me
News	-13.6%	1.9%	topics: Breaking news;Yahoo! News;Kazakhs;Kazakhstan; Kazakh language queries: news;jim harbaugh news;carhartt news; tonga news
Personal care	-0.3%	1.8%	topics: Bag;Toiletry bag;Backpack;Shower; Swimsuit queries: toiletries;personal care
Financial services	-4.9%	1.7%	topics: Finance;Service;GM Financial;Addition Financial; Post office box queries: financial services;toyota; ally financial payoff phone number; obsidian financial services;bmw financial services login

3. Google Trends Industries World - 2W Delta (2022-01-31, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Job	-20.2%	1.1%	topics: topics: Indeed; Recruitmentqueries: jobs queries: queries: jobs
Motorcycle	-23.1%	1.0%	topics: Bicycle queries: motorcycle;la motorcycle crash; motorcycle crash los angeles;west hills motorcycle crash
Road	-18.2%	1.0%	topics: Travel;Controlled-access highway;Road trip; Missouri Department of Transportation; Virginia Department of Transportation; General Directorate of Highways queries: road; road conditions lexington ky;nc road conditions; modot road conditions;kentucky road conditions

4. Google Trends Industries USA - 2W Delta (2022-01-31, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Snow boot	-15.8%	5.4%	topics: Boot;Snow;Sorel Women's Caribou;Cleat; SOREL Tofino queries: snow boots;winter boots; men winter boots sale;khombu snow boots; snow boots for toddlers
Workflow	25.5%	4.6%	topics: Management;Workflow management system;Software Testing; Set;Repository queries: workflow
Cruise	51.8%	4.3%	topics: Cruise ship;Ship;Warrant;Arrest; Arrest warrant queries: cruise ship;cruise ship warrant; cruise ship arrest warrant;crystal symphony cruise ship
Non-alcoholic drink	7.1%	3.9%	topics: Drink;Beer;Low-alcohol beer;India pale ale; Whole Foods Market;Brewing queries: non alcoholic beer; non alcoholic drinks;non alcoholic wine; where to buy non alcoholic beer
Cosmetics	-5.6%	3.9%	topics: Foundation;MAC Cosmetics queries: makeup; jaclyn cosmetics;encanto makeup collection; jaclyn hill cosmetics
Customer Relationship management	42.8%	3.4%	topics: 13 Scents Inc.;Lawyer;Perfume;Club Med; All-inclusive resort;Club Med Punta Cana queries: crm
Home appliance	3.2%	2.9%	topics: Home warranty;Home repair;Choice Home Warranty; Club Med queries: appliance;appliances;bluestar appliances; all inclusive family resorts club med
Road	-4.3%	2.7%	topics: Travel;Controlled-access highway;Road trip; Missouri Department of Transportation; Virginia Department of Transportation; General Directorate of Highways queries: road; road conditions lexington ky;nc road conditions; modot road conditions;kentucky road conditions
Payroll	-19.0%	2.5%	topics: Tax;Payroll tax;ADP, LLC; Income statement queries: payroll;quickbooks payroll support; dcs payroll;oregon payroll reporting system
Dialysis	-8.2%	2.4%	topics: Hemodialysis;Nursing home;Outpatient department; Inpatient care queries: dialysis
Pharmacy	10.8%	2.0%	topics: Walgreens;CVS Pharmacy;Pharmacy technician; Mark Cuban queries: pharmacy;mark cuban pharmacy;mark cuban; mark cuban online pharmacy

4. Google Trends Industries USA - 2W Delta (2022-01-31, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Foodservice	-15.9%	2.0%	topics: topics: Food;Service;Business;Compass Group; Poultryqueries: foodservice rumors queries: queries: foodser
Coffeemaker	-22.3%	1.9%	topics: Coffee;Makita;Bosch;Moka pot queries: coffee maker; bunn commercial coffee maker
Career	-12.8%	1.6%	topics: Job queries: careers;antonio brown career earnings; compass group careers;dollartree/careers
Laptop	-28.0%	1.5%	topics: Hewlett-Packard;Computer monitor;Dell queries: laptop; best laptop for college student;best laptop 2022; best laptops 2022
Boots	-12.6%	1.3%	topics: Female;Man queries: boots
Car tires	-8.0%	1.2%	topics: Pressure;Tire code;Wheel queries: tire;tires; how long can you drive on a spare tire
Health care	-11.1%	1.2%	topics: Health queries: healthcare;health care privacy part 2; voyage healthcare;oc health care agency
Recreational vehicle	-19.2%	1.1%	topics: RV park;Caravan;Trailer; Florida RV SuperShow queries: rv;rv show indianapolis; rv shows near me;rv show denver 2022
Cookware and Bakeware	-31.5%	1.1%	topics: Frying pan;Demeyere;Electric stove; Cutlery queries: pots and pans;made in cookware
Down jacket	15.0%	1.0%	topics: Jacket;Comme des Garçons;YEEZY; SSENSE queries: puffer jacket;canadian goose down jacket; cotopaxi fuego down jacket
Newspaper	-20.7%	1.0%	topics: Daily Mail queries: daily;le journal de montreal; eenadu news paper

4. Google Trends Industries USA - 2W Delta (2022-01-31, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Music	-20.6%	0.9%	topics: topics: Apple Music;Sheet music; Music videoqueries: music;heart shaped glasses music video; roblox music codes 2022; meatloaf music queries: queries: music;meatloaf music
Magazine	-28.4%	0.7%	topics: People;Jet;White people;Interview queries: magazine; people magazine betty white;inked magazine cover contest 2022; fangoria magazine
Video	-22.5%	0.7%	topics: High-definition video;Music video;Indian people;Maggot; Entertainment queries: video;videos;maggot video;saucy santana; heart shaped glasses video

5. Website Traffic - 2W Delta (2022-01-29, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
326	Autohome Inc	74.907692	107%	101%
308	Air China Ltd	4.099615	96%	80%
813	Waters Corp	1.945076	126%	66%
124	Gree Electric Appliances Inc o	1.753750	962%	62%
201	OVS SpA	1.275545	39%	54%
945	Shopify Inc	329.217692	210%	52%
353	Ambev SA	1.293571	382%	47%
177	Merida Industry Co Ltd	1.079230	19%	38%
312	easyJet plc	13.140000	78%	25%
539	Konica Minolta Inc	3.063461	13%	25%
538	Fujifilm Holdings Corp	11.161769	57%	20%
313	Cathay Pacific Airways Ltd	8.252769	70%	18%
456	Hankook Tire Co Ltd	1.233250	56%	17%
324	Vipshop Holdings Ltd	20.894461	-23%	16%
862	Agilent Technologies Inc	4.123153	17%	15%
97	Ethan Allen Interiors Inc	1.184153	-21%	15%
920	Acuity Brands Inc	1.134692	10%	15%
613	Clorox Co	1.054500	-18%	14%
28	Bang & Olufsen A/S	3.191153	10%	14%
913	Pentair plc	1.965384	20%	12%
497	Jeronimo Martins SGPS SA	1.252222	-37%	12%
73	Daikin Industries Ltd	2.199384	-18%	11%
50	Callaway Golf Co	2.683076	13%	11%
6	Guess? Inc	6.545076	7%	11%
99	Europcar Groupe SA	1.408384	30%	11%
897	Mettler-Toledo International I	3.767000	-2%	10%
691	Northrop Grumman Corp	2.327000	4%	9%
444	Bpost SA	2.838230	-6%	8%
810	Lockheed Martin Corp	3.135538	-1%	8%
751	Stryker Corp	2.601461	-9%	8%
672	Lincoln National Corp	1.759000	-17%	8%
405	Danone SA	1.520000	13%	8%
311	International Consolidated Air	34.395692	64%	8%
867	DTE Energy Co	2.658615	-1%	7%
866	BlackRock Inc	13.685461	37%	7%

5. Website Traffic - 2W Delta (2022-01-29, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
745	Amgen Inc	1.070846	5%	6%
314	Ryanair Holdings PLC	32.432000	45%	6%
584	Aflac Inc	2.205076	-12%	6%
669	Leucadia National Corp	8.467538	13%	6%
520	Glanbia PLC	3.096461	0%	5%
113	Franklin Resources Inc	1.304307	40%	5%
79	De Longhi SpA	8.458230	-6%	5%
8	Petmed Express Inc	1.775076	-37%	5%
680	Micron Technology Inc	2.508769	-8%	5%

6. Wikipedia - 2W Delta (2022-01-31, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
1169	Uniper SE	en.wikipedia.org/wiki/Nord_Stream	2310	142.1%	18.8%
313	Cathay Pacific Airways Ltd	en.wikipedia.org/wiki/Cathay_Dragon	2644	-8.2%	7.3%
139	H & M Hennes & Mauritz AB	en.wikipedia.org/wiki/H%26M	4383	76.2%	7.1%

7. Wikipedia Pages- 2W Delta (2022-01-29, 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/Activision_Blizzard	71512	99%	61%
1169	Uniper SE	en.wikipedia.org/wiki/Nord_Stream	60543	258%	58%
		en.wikipedia.org/wiki/Xbox_Game_Studios	31850	95%	29%
		en.wikipedia.org/wiki/Streaming_media	108994	513%	26%
		en.wikipedia.org/wiki/Mojang_Studios	19313	83%	25%
955	Take Two Interactive	en.wikipedia.org/wiki/Take-Two_Interactive	16109	25%	21%
16	Amazon.com Inc	en.wikipedia.org/wiki/Fire_OS	67745	31%	19%
		en.wikipedia.org/wiki/Unsplash	14649	171%	16%
		en.wikipedia.org/wiki/PhonePe	17136	25%	15%
		en.wikipedia.org/wiki/Activision	40518	-14%	14%
		en.wikipedia.org/wiki/Paytm	21295	84%	14%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	257852	12%	13%
		en.wikipedia.org/wiki/Columbia_Pictures	53402	74%	13%
		en.wikipedia.org/wiki/Udemy	28234	124%	12%
608	Hilton Worldwide Holdings Inc	en.wikipedia.org/wiki/Barron_Hilton	12913	104%	12%
		en.wikipedia.org/wiki/Spotify	95586	25%	11%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Blizzard_Entertainment	28513	-16%	11%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	613052	56%	10%
399	Wal-Mart Stores Inc	en.wikipedia.org/wiki/Flipkart	49278	30%	10%
		en.wikipedia.org/wiki/Mars%2C_Incorporated	30818	4%	10%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_Maps	104550	112%	9%
		en.wikipedia.org/wiki/Canva	56470	530%	9%
1088	Capgemini SE	en.wikipedia.org/wiki/Capgemini	19709	86%	9%
		en.wikipedia.org/wiki/LinkedIn	68647	90%	9%
110	Ford Motor Co	en.wikipedia.org/wiki/Mike_Rowe	20730	7%	9%
		en.wikipedia.org/wiki/Epic_Games	36515	14%	8%
		en.wikipedia.org/wiki/ByteDance	26664	32%	8%
143	Hugo Boss AG	en.wikipedia.org/wiki/Hugo_Boss	18392	10%	8%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Advance_Publications	14895	11%	7%
		en.wikipedia.org/wiki/FromSoftware	24461	19%	7%
608	Hilton Worldwide Holdings Inc	en.wikipedia.org/wiki/Conrad_Hilton	17711	58%	7%
		en.wikipedia.org/wiki/Infosys	29372	20%	7%
161	Kering SA	en.wikipedia.org/wiki/Yves_Saint_Laurent_(designer)	18773	37%	6%

7. Wikipedia Pages- 2W Delta (2022-01-29, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
194	NVIDIA Corp	en.wikipedia.org/wiki/Nvidia	23831	13%	6%
999	Vodafone Group PLC	en.wikipedia.org/wiki/Vodafone	11779	0%	6%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/Alibaba_Group_Holding_Ltd	33956	69%	6%
835	Accenture PLC	en.wikipedia.org/wiki/Accenture	35994	16%	5%
363	Sony Corp	en.wikipedia.org/wiki/Sony	34796	1%	5%

8. Instagram - 2W Delta (2022-01-31 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
952	B2W	instagram.com/p/CZKu6f-LnJ4 instagram.com/p/CZSI9YqJFqB instagram.com/p/CZSbPYPvXP-	46.3%	435.1%	135.2%
491	Kesko Oyj		6.4%	560.0%	94.3%
230	SRP Groupe SA		34.1%	1,100.8%	58.0%
225	Samsonite International S A	instagram.com/p/CZNmz9lpwpK instagram.com/p/CY4bALXOpSL	26.2%	345.6%	41.9%
93	El Pollo Loco Holdings Inc		30.1%	556.0%	26.4%
247	Technogym SpA	instagram.com/p/CYgp7AuofaA instagram.com/p/CYhFe0QosLc	28.0%	287.2%	22.9%
162	Kroger Co		14.8%	212.5%	21.8%
165	Leon's Furniture Ltd	instagram.com/p/CY1jDFMOySH	106.3%	202.1%	21.1%
115	Gap Inc	instagram.com/p/CYkwV-Pr07A instagram.com/p/CYzQF1Auffi	3.8%	106.9%	21.0%
34	Bloomin' Brands Inc	instagram.com/p/CYU3eprL138	5.3%	135.0%	19.2%
423	PepsiCo Inc	instagram.com/p/CY9EiTalQft instagram.com/p/CZHi66CAobX instagram.com/p/CYrNO6iojuY	1.8%	104.4%	16.1%
77	Debenhams PLC		1.6%	309.2%	15.8%
168	LPP SA		28.7%	174.8%	15.7%
30	Basic Fit NV		17.9%	240.8%	14.1%
51	Camping World Holdings Inc		35.3%	277.6%	12.9%
251	Texas Roadhouse Inc		22.6%	497.0%	11.4%
171	Luxottica Group SpA	instagram.com/p/CXI3Bvltk6F instagram.com/p/CYta-clt6L4	3.1%	155.3%	11.1%
957	Capcom	instagram.com/p/CZMiSLqMk9w instagram.com/p/CZLAU1EI3yq instagram.com/p/CYwbOvDLz7m	23.9%	105.3%	10.9%
525	Campbell Soup Co		8.3%	125.4%	10.5%
455	Bridgestone Corp		15.9%	113.7%	10.4%

8. Instagram - 2W Delta (2022-01-31 Growth YoY) (Part 2)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
178	Merlin Entertainments PLC		15.9%	112.0%	10.4%
128	Habit Restaurants Inc		6.1%	125.5%	8.5%
951	Mercado Libre	instagram.com/p/CYkaLNOh8q5	26.8%	117.7%	8.3%
159	KappAhl AB (publ)		7.6%	107.5%	8.3%
2	Mattel Inc	instagram.com/p/CYmIFXvLszH instagram.com/p/CYjsO8wKLi1	13.3%	135.0%	7.6%
478	American Express Co	instagram.com/p/CY9HO3vM8O7 instagram.com/p/CW-85WKKSLp	9.5%	326.5%	7.4%
94	Entertainment One Ltd	instagram.com/p/CYt-kMVoGK2 instagram.com/p/CYmoMwNIA0x	9.0%	127.7%	7.0%
22	Aritzia Inc	instagram.com/p/CZC4lfPgOEep instagram.com/p/CZPb205pKzP	16.0%	105.5%	6.9%
124	Gree Electric Appliances Inc of Zhuhai		32.5%	109.2%	5.9%
182	Moncler SpA	instagram.com/p/CYWdxKLsJSC instagram.com/p/CX6BjFlsAYy	32.6%	152.2%	5.9%
1	Sixt SE		9.7%	197.8%	5.6%
155	JD Sports Fashion PLC	instagram.com/p/CZWIWSrB0oJ instagram.com/p/CZTu5tJl9Ca	1.7%	443.9%	5.6%
461	Subaru Corp	instagram.com/p/CZJ9lp5jHyM instagram.com/p/CZPU3CfD4au instagram.com/p/CY61QiSAALf	14.1%	144.1%	5.1%
480	Mastercard Inc		8.7%	1,002.5%	5.0%
487	Raia Drogasil SA	instagram.com/p/CZSOKklJale	42.3%	168.0%	4.7%
259	Tractor Supply Co		14.8%	255.2%	3.8%
212	Prada SpA	instagram.com/p/CZLkZ3ala6m instagram.com/p/CZKSaimsiUq	11.9%	105.4%	3.7%
224	Sally Beauty Holdings Inc	instagram.com/p/CZVOeA-IJcf instagram.com/p/CZPOQAYFOWH	0.5%	192.2%	3.6%
477	Panasonic Corp		2.2%	129.4%	3.4%

9. AppStore USA - 2W Delta (2022-01-29, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
1477	Twitter Inc	Twitter	26	5.6%	12.6%
859	Alphabet Inc	YouTube: Watch, Listen, Stream; Gmail - Email by Google; Google Maps	14	3.1%	11.7%
929	Facebook Inc	Instagram; WhatsApp Messenger	9	-3.0%	11.0%
238	Starbucks Corp	Starbucks	74	2.3%	9.3%
505	Activision Blizzard Inc	Call of Duty®: Mobile	49	-3.4%	7.2%
574	Microsoft Corp	Microsoft Outlook; Xbox; Microsoft Teams	188	-6.6%	5.2%
812	Capital One Financial Corp	Capital One Mobile	123	13.0%	4.7%
98	Etsy Inc	Etsy: Custom & Creative Goods	91	22.0%	4.4%
547	JPMorgan Chase & Co	Chase Mobile®: Bank & Invest	111	8.1%	4.4%
206	PayPal Holdings Inc	PayPal - Send, Shop, Manage; Venmo; Honey: Coupons & Cash Back	154	-7.1%	4.2%
851	eBay Inc	eBay: The shopping marketplace	121	-13.6%	3.6%
175	McDonald's Corp	McDonald's; McDonald's Offers and Delivery; McDonald's - Non-US	216	-2.8%	3.3%
189	Nike Inc	Nike; Nike Run Club: Running Coach; Nike Training Club	204	1.5%	3.3%
798	Allstate Corp	Allstate® Mobile	264	-5.8%	3.3%
708	Progressive Corp	Progressive; Snapshot® Mobile	282	-4.9%	3.2%

10. AppStore Publishers USA - 2W Delta (2022-01-29, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
551	Walt Disney Co	Disney+	23	15.5%	16.3%
	Photomath, Inc.	Photomath	154	-15.7%	4.9%
	ADP, Inc	ADP Mobile Solutions	146	13.0%	4.4%
238	Starbucks Corp	Starbucks	74	2.3%	4.0%
	Shazam Entertainment Ltd.	Shazam: Music Discovery	114	13.6%	3.7%
543	Verizon Communications Inc		175	-6.5%	3.6%
	Indeed Inc.	Indeed Job Search	160	6.9%	3.5%

11. Online Retail Amazon - 2W Delta (2022-01-31, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
6	Guess? Inc	424	337.1%	46.6%
520	Glanbia PLC	3905	118.5%	17.0%
5	Puma SE	1186	48.1%	11.9%
414	Mondelez International Inc	305	8.9%	11.6%
180	Midea Group Co Ltd	553	13.3%	10.9%
127	SEB SA	2489	30.0%	10.4%
567	Procter & Gamble Co	763	55.1%	10.3%
39	Breville Group Ltd	1091	18.1%	7.4%
426	Seiko Epson Corp	1427	23.9%	6.7%
505	Activision Blizzard Inc	1189	-8.6%	6.2%
240	Steven Madden Ltd	498	124.3%	6.1%
525	Campbell Soup Co	382	-18.6%	5.2%
283	Whirlpool Corp	2868	0.6%	5.2%
519	Nestle SA	2137	0.9%	3.4%
106	Fitbit Inc	2400	24.9%	3.3%
264	Techtronic Industries Co Ltd	2482	4.5%	3.0%

12. Online Retail Walmart - 2W Delta (2022-01-31, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
5	Puma SE	605	176.3%	63.2%
290	Wolverine World Wide Inc	219	26.6%	22.2%
947	LVMH	1079	202.2%	20.9%
4	Salvatore Ferragamo SpA	298	76.3%	15.6%
127	SEB SA	1580	30.8%	14.3%
179	Capri Holdings Limited	3022	94.8%	12.2%
171	Luxottica Group SpA	635	-46.9%	11.8%
475	Sharp Corp	338	3.4%	11.1%
526	General Mills Inc	323	19.6%	10.7%
519	Nestle SA	280	-20.7%	10.5%
425	Canon Inc	2498	22.9%	9.6%
240	Steven Madden Ltd	312	45.1%	7.1%

13. Online Retail Bestbuy - 2W Delta (2022-01-31, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
441	Bandai Namco Holdings Inc	203	212.3%	31.5%
502	Ubisoft Entertainment SA	1307	13.0%	10.3%
721	Stanley Black & Decker Inc	395	174.3%	8.1%
537	Acer Inc	467	2.6%	8.0%

14. Job Listings - 2W Delta (2022-01-31, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
183	Monro Inc	1344	100.0%	132%
1241	Bank Polska Kasa Opieki SA	295	100.0%	100%
821	E*TRADE Financial Corp	3491	100.0%	99%
168	LPP SA	363	100.0%	78%
349	Honda Motor Co Ltd	360	100.0%	78%
84	Dollarama Inc	766	84.3%	67%
1097	Danske Bank A/S	138	33.4%	63%
1174	Hochtief AG	724	100.0%	62%
89	Dunelm Group PLC	275	100.0%	57%
803	Incyte Corp	166	27.2%	57%
982	BASF SE	1200	66.0%	55%
929	Facebook Inc	3172	0.0%	49%
949	Dick`s Sporting Goods	3138	84.8%	49%
256	TJX Companies Inc	5159	55.5%	45%
876	Xcel Energy Inc	191	44.8%	42%
778	KeyCorp	710	41.5%	41%
150	Align Technology Inc	810	89.5%	40%
331	United Parcel Service Inc	3498	58.7%	38%
464	Fiat Chrysler Automobiles NV	187	-51.9%	38%
146	Industria de Diseno Textil SA	373	73.3%	37%
107	Five9 Inc	192	67.6%	37%
134	Herbalife Ltd	193	84.9%	37%
783	T. Rowe Price Group Inc	285	52.7%	36%
635	Entergy Corp	134	11.8%	35%
48	Cabela's Inc	181	-63.3%	35%
535	Whitbread PLC	1212	100.0%	35%
282	Wendys Co	14685	93.9%	33%
672	Lincoln National Corp	237	100.0%	33%
1096	Ucb SA	368	23.5%	32%
1026	Credit Agricole SA	2602	100.0%	32%

15. Employee Company Ratings - 2W Delta (2022-01-31, 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	1128	-0.1%	20.0%	3.4%		Outlook
1536	NortonLifeLock Inc	1360	5.8%	-1.0%	9.6%		Management
1535	Fox Corp	750	5.7%	-1.0%	9.3%		Management
901	GGP Inc	645	0.0%	2.8%	0.0%	7.0%	CEO Rating
1255	Fraport AG Frankfurt Airport S	208	0.3%	2.0%	0.6%	6.8%	CEO Rating
82	Dillard's Inc	14715	6.2%	0.8%	6.4%	-0.4%	Management
1526	W R Berkley Corp	222	0.2%	6.2%	1.4%	-0.6%	Outlook
1468	Gerresheimer AG	239	0.5%	5.8%	1.0%		Outlook
1540	NVR Inc	672	1.4%	2.2%	3.8%	5.6%	CEO Rating
1028	Imperial Brands PLC	536	0.3%	0.8%	0.3%	5.6%	CEO Rating
1058	CRH PLC	1365	5.1%	1.2%	5.3%	0.2%	Management
1367	Tate & Lyle PLC	589	0.7%	5.2%	1.0%	0.4%	Outlook
1144	Bollore SA	950	2.5%	0.0%	5.1%	1.2%	Management
1161	MTU Aero Engines AG	216	-0.3%	5.0%	-1.0%	1.6%	Outlook