

ASTUTEX TRENDSPOTTING

April 18, 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
Blue Sky Studios	Computer animation company	22.32	79.31	topics: Robots
Elephant Insurance	Insurance company	54.49	22.10	topics: Insurance
Maytronics	Electronics company in Gwinnett County, Georgia	34.19	21.33	topics: Automated pool cleaner; Robotic vacuum cleaner queries: robotic
Sonic Drive-In	Fast food restaurant company	-5.01	4.60	topics: Sonic the Hedgehog; Sonic the Hedgehog; Drink mix queries: sonic the hedgehog 2 ; sonic the hedgehog streaming;sonic toys; sonic 2 streaming;sonic streaming
Marni	Fashion company	55.00	4.31	topics: Amiri
Pentair	Company	-2.10	2.48	topics: Automated pool cleaner; Robotic vacuum cleaner
Freedom Boat Club	Company	2.95	-0.16	queries: pontoon boat
Men's Wearhouse	Company	60.61	-3.97	topics: K&G Fashion Superstore;Suit; Coat queries: prom suit;prom suits;prom
Legoland	Company	56.80	-6.37	topics: Sesame Street;Amusement park

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
312	easyJet plc	2022-04-18	257%	67%
289	Wizz Air Holdings PLC	2022-04-18	269%	35%
316	Korean Air Lines Co Ltd	2022-04-18	85%	21%
409	Yakult Honsha Co Ltd	2022-04-18	37%	20%
414	Mondelez International Inc	2022-04-18	10%	17%
129	Haier Electronics Group Co Ltd	2022-04-18	25%	15%
392	Accor SA	2022-04-18	112%	12%
244	Tailored Brands Inc	2022-04-18	48%	-1%

3. Google Trends Industries World - 2W Delta (2022-04-18, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Hand luggage	159.4%	9.8%	topics: Baggage;Size;Bag queries: carry on; calvin klein carry on luggage;55cm in inches; american airlines carry on size 2022
Airline ticket	45.4%	5.6%	topics: Ticket;Airplane queries: tickets;uçak bileti;plane; how much are plane tickets to hawaii
Suitcase	42.6%	5.2%	topics: Baggage;Travel;Hand luggage queries: suitcase; sarah boone suitcase video;stoney clover suitcase; stoney clover lane suitcase
Airport	67.3%	4.6%	topics: Flight;Car rental;International airport;Ted Cruz; Drug cartel;Cancun International Airport queries: airport; ted cruz airport montana;cartel cancun airport; cancun airport shooting
Unmanned aerial vehicle	8.9%	3.8%	topics: DJI;Camera queries: drone;elon musk drones ukraine; drone show pompano beach;terminator drones
Footwear	-9.8%	3.6%	topics: Shoes;Rihanna;Fenty;Amina Muaddi queries: footwear; fenty footwear;fenty footwear designer;amina muaddi
Ferry	37.2%	3.5%	topics: Island queries: ferry;alcatraz ferry schedule; star line ferry schedule;sheplers ferry sold
Hiking shoes	-29.0%	3.3%	topics: Hiking;Boot;Vans UltraRange queries: boots;hiking boots; hiking shoes
Stock market	-1.0%	3.2%	topics: Market;Stock;Eric Boehlert;April 15; bicycle accident queries: stock market;stock; stock markets good friday;stock market open on good friday; eric boehlert bike accident
Vehicle Insurance	0.6%	3.2%	topics: Insurance queries: insurance;insurance car; car insurance refund checks 2022; motorcycle insurance agents near me
Social media	9.1%	2.8%	topics: Media;Frank James queries: social media;social; frank james social media;frank r james; frank r james social media

3. Google Trends Industries World - 2W Delta (2022-04-18, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Payment	-5.7%	2.8%	topics: topics: Tax;Credit;Invoicequeries: pay; payment queries: queries: pay;payment
High-heeled shoe	39.9%	2.7%	topics: Shoes;Heel;Sandal queries: heels;hell in heels 20 20; keys and heels nyc
Computer security	20.2%	2.4%	topics: Security;Okta queries: security;cyber security; okta security breach;brett johnson cybersecurity; walking dead actor moses j moseley
Cruise	92.6%	2.3%	topics: Cruise ship;Ship; 2019–20 coronavirus pandemic queries: cruise ship;cruise; american constitution cruise ship;cruise ship ran aground; aurora cruise ship
Air Conditioner	10.6%	2.3%	topics: Air conditioning;LG LP0817WSR; Costway queries: air conditioner;ac;lg lp1419ivsm; costway portable air conditioner
Dress	26.3%	2.3%	topics: Clothing;Prom;Wedding queries: dress;dresses; oscar dresses 2022
Trousers	11.4%	2.2%	topics: Woman;Man;Clothing;Katy Perry queries: pants; katy perry split pants;katy perry rip pants; katy perry splits pants
Financial services	7.5%	1.9%	topics: Finance;Service queries: financial;financial services; corebridge financial aig;matrix financial services
Vacation	30.5%	1.9%	topics: Rent;Vacation rental queries: vacation
Career	9.8%	1.8%	topics: Job queries: careers;will smith career over
Tax	1.2%	1.8%	topics: Tax report;Tax Day;Payment; Filename extension queries: tax;tax extension 2022; file tax extension;how to file tax extension

3. Google Trends Industries World - 2W Delta (2022-04-18, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Smartwatch	-6.8%	1.8%	topics: topics: Watchqueries: smartwatch;watch;smart watch; itech gladiator 2 smartwatch queries: queries: smartwatch; itech gladiator 2 smartwatch
News	11.7%	1.8%	topics: Ukraine;Ukrainian language;Ukrainians queries: news; will smith news;bruce johnson news anchor; panama city beach news
Down jacket	19.9%	1.8%	topics: Jacket;Loro Piana;TRAPSTAR queries: puffer; puffer jacket;loro piana puffer jacket

4. Google Trends Industries USA - 2W Delta (2022-04-18, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Social media	13.6%	13.0%	topics: Media;Frank James queries: social media;social; frank james social media;frank r james; frank r james social media
News	16.1%	8.9%	topics: Ukraine;Ukrainian language;Ukrainians queries: news; will smith news;bruce johnson news anchor; panama city beach news
Payment	-28.9%	5.7%	topics: Tax;Credit;Invoice queries: pay;payment
Stock market	-14.1%	5.3%	topics: Market;Stock;Eric Boehlert;April 15; bicycle accident queries: stock market;stock; stock markets good friday;stock market open on good friday; eric boehlert bike accident
Unmanned aerial vehicle	10.2%	4.4%	topics: DJI;Camera queries: drone;elon musk drones ukraine; drone show pompano beach;terminator drones
Vehicle Insurance	0.5%	3.6%	topics: Insurance queries: insurance;insurance car; car insurance refund checks 2022; motorcycle insurance agents near me
Tax	-5.0%	3.4%	topics: Tax report;Tax Day;Payment; Filename extension queries: tax;tax extension 2022; file tax extension;how to file tax extension
Robotics	26.8%	3.4%	topics: Robot;Robots; George R. Brown Convention Center queries: robotics; un pionnier de la robotique;kit robotica mec; ■■■■ ■■■■ ■■■■■■■■ ■■■■■■■■
Bank	-3.3%	3.1%	topics: Online banking;U.S. Bank Branch;U.S. Bancorp; Good Friday;Friday queries: bank;banks open on good friday; are banks open on good friday;good friday bank holiday
Computer security	17.9%	2.7%	topics: Security;Okta queries: security;cyber security; okta security breach;brett johnson cybersecurity; walking dead actor moses j moseley
Lingerie	-14.9%	2.4%	topics: Undergarment;Brand;Sexy Lingerie queries: lingerie

4. Google Trends Industries USA - 2W Delta (2022-04-18, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Digital camera	-4.7%	2.3%	topics: Camera;Autofocus;Take;Gemstonequeries: camera; digital;digital camera; video camera camcorder digital camera recorder kicteck full ; digital cameras south africa queries: queries: camera; video camera camcorder digital camera recorder kicteck full ; digital cameras south africa
Shampoo	2.3%	2.3%	topics: Hair;Hair conditioner queries: shampoo
Board game	-1.1%	2.3%	topics: Game queries: board game;board;game board; bardsung board game; which classic board game is honored on 13th of april?; the first man in space orbited the earth on april 12th of wh
Photography	4.4%	2.2%	topics: Photographer;Photograph;Gussy Lau; Ángela Aguilar queries: photography;fotos;angela aguilar novio; gussy lau;angela aguilar fotos filtradas
Streaming Multimedia	10.6%	2.1%	topics: Livestreaming;Live television;Sonic the Hedgehog 2; Mandalika queries: streaming;stream;streaming motogp mandalika; live streaming motogp mandalika;masters live stream online
Accounting	4.6%	2.0%	topics: Accountant;Account queries: accounting; accounting jobs syracuse ny
Career	18.8%	2.0%	topics: Job queries: careers;will smith career over
Food processor	-17.1%	1.9%	topics: Food;Pie crust;OXO queries: food processor; food chopper walmart;miyako food processor; bosch küchenmaschine mum54a00; miyako food processor price in bangladesh
Payroll	7.1%	1.8%	topics: Tax;Payroll tax queries: payroll;twins payroll 2022
Laptop	-10.7%	1.7%	topics: Hewlett-Packard;Computer monitor;Dell; Hunter Biden queries: laptop;matt gaetz hunter Biden laptop; hunter Biden laptop;hunter Biden
Online Banking	-19.7%	1.7%	topics: Bank queries: online banking

4. Google Trends Industries USA - 2W Delta (2022-04-18, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Newspaper	7.0%	1.6%	topics: topics: Daily Mail queries: daily; daily mail queries: queries: daily; daily mail
Energy Drink	20.4%	1.4%	topics: Drink queries: energy drink; korean zombie energy drink; is nitro pepsi an energy drink; ardor energy drink
Credit card	11.2%	1.3%	topics: Credit queries: credit card; credit one charleston open; ■■■ ■■■■

5. Website Traffic - 2W Delta (2022-04-16, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
124	Gree Electric Appliances Inc o	1.254333	1,119%	548%
81	DFS Furniture PLC	1.581615	56%	49%
127	SEB SA	1.112769	42%	41%
308	Air China Ltd	9.017307	325%	32%
27	B&M European Value Retail SA	2.372923	50%	30%
177	Merida Industry Co Ltd	1.299692	55%	29%
195	Ocado Group PLC	6.398230	47%	29%
196	Oriental Land Co Ltd	5.720692	4%	25%
681	Motorola Solutions Inc	2.807461	42%	24%
456	Hankook Tire Co Ltd	1.547250	182%	22%
490	Etablissements Franz Colruyt	1.703500	21%	21%
788	Dentsply Sirona Inc	1.107615	-2%	19%
357	Heineken NV	1.385384	200%	18%
632	PerkinElmer Inc	2.050000	12%	16%
100	Europris ASA	1.342363	29%	16%
862	Agilent Technologies Inc	5.533538	67%	15%
382	Lawson Inc	5.138923	0%	15%
714	Schlumberger NV	8.038384	48%	15%
691	Northrop Grumman Corp	3.101538	53%	15%
314	Ryanair Holdings PLC	42.954615	127%	14%
475	Sharp Corp	5.190923	44%	14%
157	J.Jill Inc	2.370692	33%	13%
598	Baxter International Inc	1.577769	51%	13%
246	Tallink Grupp AS	1.693538	177%	12%
549	Coca-Cola Co	4.577692	0%	12%
700	PPL Corp	2.691230	4%	12%
726	Texas Instruments Inc	21.897153	49%	11%
601	H & R Block Inc	43.597923	-4%	11%
113	Franklin Resources Inc	1.332307	17%	11%
154	Jack in the Box Inc	1.486846	7%	11%
35	Blucora Inc	23.005538	-7%	10%
396	Carrefour SA	30.336692	16%	9%
814	NetApp Inc	8.822923	50%	9%
279	Webjet Ltd	2.954076	37%	9%
550	AbbVie Inc	2.521769	20%	9%

5. Website Traffic - 2W Delta (2022-04-16, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
825	Rockwell Automation Inc	3.755923	12%	9%
526	General Mills Inc	10.334769	10%	8%
624	Deere & Co	5.218692	-15%	8%
258	TomTom NV	6.623384	34%	7%
43	Buckle Inc	1.819538	7%	6%
10	Aaron's Inc	1.115615	-26%	6%
86	Dollar Tree Inc	7.202846	-12%	5%
461	Subaru Corp	7.249769	-3%	5%
201	OVS SpA	2.104416	134%	5%
745	Amgen Inc	1.067076	-7%	5%

6. Wikipedia - 2W Delta (2022-04-18, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/Kelly_Loeffler	6611	-14.2%	54.6%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Discovery%2C_Inc.	6065	59.8%	28.6%
441	Bandai Namco Holdings Inc	en.wikipedia.org/wiki/Bandai_Namco_Entertainment	3610	83.7%	22.6%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	199124	86.2%	16.6%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	4668	115.6%	16.2%
16	Amazon.com Inc	en.wikipedia.org/wiki/Fire_OS	55342	42.5%	13.7%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	3015	3.9%	11.2%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	3958	26.0%	11.0%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	4083	90.1%	10.3%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/Alibaba_Group	16306	19.7%	10.1%
310	Deutsche Lufthansa AG	en.wikipedia.org/wiki/Germanwings_Flight_9525	8191	31.1%	9.9%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	7402	64.7%	9.6%
545	Boeing Co	en.wikipedia.org/wiki/Boeing	14867	60.2%	9.0%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	39903	41.9%	8.9%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	4135	27.7%	8.3%
305	Restaurant Brands Internationa	en.wikipedia.org/wiki/Burger_King_(Mattoon%2C_Illinois)	8395	-2.7%	8.1%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft	13134	26.1%	7.3%
887	Expedia Inc	en.wikipedia.org/wiki/Expedia	3506	43.6%	7.1%
352	Ferrari NV	en.wikipedia.org/wiki/Ford_v_Ferrari	8947	-25.8%	7.0%
329	Sega Sammy Holdings Inc	en.wikipedia.org/wiki/Sega	5236	5.1%	6.6%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/PayPal	10421	-10.5%	6.4%
568	AT&T Inc	en.wikipedia.org/wiki/AT%26T	2935	-15.3%	6.4%
1054	Thales SA	en.wikipedia.org/wiki/Thales_Group	2638	24.3%	6.1%
1112	The Swatch Group AG	en.wikipedia.org/wiki/The_Swatch_Group	3924	30.5%	5.8%
311	International Consolidated Air	en.wikipedia.org/wiki/Aer_Lingus	4152	26.3%	5.5%
997	Electricite de France SA	en.wikipedia.org/wiki/Hinkley_Point_C_nuclear_power_station	2870	49.8%	5.5%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	3095	41.7%	5.1%
149	Intuit Inc	en.wikipedia.org/wiki/Intuit	3115	23.1%	5.0%

7. Wikipedia Pages- 2W Delta (2022-04-16, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
16	Amazon.com Inc	en.wikipedia.org/wiki/Fire_OS	65491	903%	487%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	228600	333%	133%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Advance_Publications	14353	154%	66%
		en.wikipedia.org/wiki/Bungie	7888	433%	51%
		en.wikipedia.org/wiki/Warner_Bros._Pictures	43186	89%	39%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Discovery%2C_Inc.	26396	54%	39%
		en.wikipedia.org/wiki/Kmart	49880	144%	38%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/New_York_Stock_Exchange	33788	57%	37%
		en.wikipedia.org/wiki/Skyscanner	16112	282%	33%
		en.wikipedia.org/wiki/Columbia_Pictures	42770	209%	33%
179	Capri Holdings Limited	en.wikipedia.org/wiki/Donatella_Versace	51987	43%	28%
		en.wikipedia.org/wiki/Activision	14091	88%	28%
		en.wikipedia.org/wiki/The_Vanguard_Group	58114	81%	23%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/Alibaba_Group	32728	15%	21%
310	Deutsche Lufthansa AG	en.wikipedia.org/wiki/Germanwings_Flight_9525	12281	40%	21%
		en.wikipedia.org/wiki/MakeMyTrip	13679	139%	20%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	14517	159%	18%
		en.wikipedia.org/wiki/AnyDesk	34759	46%	18%
955	Take Two Interactive	en.wikipedia.org/wiki/Kingdom_Hearts	75932	-2%	17%
289	Wizz Air Holdings PLC	en.wikipedia.org/wiki/Wizz_Air	12071	123%	17%
576	Citigroup Inc	en.wikipedia.org/wiki/CVC_Capital_Partners	24875	317%	17%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_3	27650	29%	16%
391	Electronic Arts Inc	en.wikipedia.org/wiki/Electronic_Arts	18633	40%	15%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	58406	84%	15%
		en.wikipedia.org/wiki/PSV_Eindhoven	24104	16%	15%
		en.wikipedia.org/wiki/All_Elite_Wrestling	46703	29%	15%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	22538	141%	14%
		en.wikipedia.org/wiki/Infosys	39965	60%	14%
		en.wikipedia.org/wiki/WarnerMedia	27087	35%	12%
329	Sega Sammy Holdings Inc	en.wikipedia.org/wiki/Sega	20826	20%	12%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/Ubisoft	15257	34%	12%
98	Etsy Inc	en.wikipedia.org/wiki/Etsy	21511	12%	12%

7. Wikipedia Pages- 2W Delta (2022-04-16, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
859	Alphabet Inc	en.wikipedia.org/wiki/Google	311892	68%	12%
		en.wikipedia.org/wiki/SpaceX	67745	-34%	12%
		en.wikipedia.org/wiki/Indeed	15986	112%	12%
		en.wikipedia.org/wiki/Tesla%2C_Inc.	129713	-33%	12%
		en.wikipedia.org/wiki/Xbox_Game_Studios	16319	114%	10%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_2	25279	13%	10%
999	Vodafone Group PLC	en.wikipedia.org/wiki/SoftBank_Group	11474	24%	10%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	28428	46%	9%
503	Konami Holdings Corp	en.wikipedia.org/wiki/Konami	9562	30%	9%
		en.wikipedia.org/wiki/Forever_Living_Products	15072	128%	9%
		en.wikipedia.org/wiki/Google_Play	38509	15%	9%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Blizzard_Entertainment	12121	8%	8%
955	Take Two Interactive	en.wikipedia.org/wiki/Rockstar_Games	18455	10%	8%
		en.wikipedia.org/wiki/Credit_card	19263	34%	8%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	232714	63%	7%
		en.wikipedia.org/wiki/Chrome_Web_Store	12420	40%	7%
		en.wikipedia.org/wiki/ByteDance	20992	95%	7%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Fox_Broadcasting_Company	17984	41%	7%

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 (2022-04-16, 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; ESPN Fantasy Sports & More	185	10.6%	5.5%
98	Etsy Inc	Etsy: Custom & Creative Goods	86	29.6%	5.3%
227	SeaWorld Entertainment Inc	SeaWorld; Busch Gardens	312	11.4%	5.3%
325	Tencent	JOOX Music	342	11.5%	2.2%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club; Vudu - Movies & TV	198	4.3%	2.1%
435	Autozone Inc	AutoZone - Auto Parts & Repair	300	5.5%	1.0%

10. AppStore Publishers USA - 2W Delta (2022-04-16, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Ticketmaster	Ticketmaster-Buy, Sell Tickets	56	16.0%	27.8%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club	42	13.6%	18.9%
887	Expedia Inc	Vrbo Vacation Rentals; Expedia: Hotels, Flights & Car	83	23.0%	8.8%
	Telegram FZ-LLC	Telegram Messenger	29	24.0%	6.5%
	Fetch Rewards	Fetch Rewards	87	-0.5%	6.1%
98	Etsy Inc	Etsy: Custom & Creative Goods	86	29.6%	5.3%
551	Walt Disney Co	Disney+; ESPN: Live Sports & Scores	22	4.4%	3.8%
432	American Airlines Group Inc	American Airlines	141	22.0%	3.4%
321	United Continental Holdings Inc	United Airlines	155	13.7%	3.1%

11. Online Retail Amazon - 2W Delta (2022-04-18, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
20	Apple Inc	726	95.2%	31.1%
6	Guess? Inc	336	290.7%	17.5%
520	Glanbia PLC	3834	150.6%	13.4%
189	Nike Inc	1383	-7.4%	12.3%
1474	Caleres, Inc.	347	-2.5%	8.7%
134	Herbalife Ltd	760	34.3%	7.6%
538	Fujifilm Holdings Corp	745	13.1%	5.4%
71	Crocs Inc	6276	4.9%	4.8%
106	Fitbit Inc	2007	17.9%	4.4%
268	Under Armour Inc	3892	-9.5%	4.4%
390	Nintendo Co Ltd	5900	10.4%	4.1%
173	Makita Corp	964	-2.2%	3.5%
215	PVH Corp	863	-10.2%	3.4%
416	Beiersdorf AG	816	6.0%	3.1%

12. Online Retail Walmart - 2W Delta (2022-04-18, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
453	Kumho Petro Chemical Co Ltd	408	628.6%	251.4%
212	Prada SpA	492	387.1%	90.9%
238	Starbucks Corp	1344	129.7%	37.7%
525	Campbell Soup Co	604	56.5%	33.7%
5	Puma SE	579	227.1%	29.1%
171	Luxottica Group SpA	1313	90.6%	25.6%
143	Hugo Boss AG	247	133.0%	21.2%
250	Tempur Sealy International Inc	220	-31.7%	20.5%
663	Kimberly-Clark Corp	1136	416.4%	18.2%
274	VF Corp	4954	5.8%	16.5%
537	Acer Inc	763	-11.3%	16.1%
457	Goodyear Tire & Rubber Co	3058	1.3%	15.4%
216	Ralph Lauren Corp	222	18.7%	13.5%
152	iRobot Corp	808	4.9%	12.7%
264	Techtronic Industries Co Ltd	761	31.7%	12.0%
290	Wolverine World Wide Inc	645	176.8%	10.8%
132	Hasbro Inc	5463	6.9%	10.8%
600	Berkshire Hathaway Inc	3557	2.0%	10.2%
534	Estee Lauder Companies Inc	3921	99.3%	9.7%
519	Nestle SA	298	46.1%	8.6%
283	Whirlpool Corp	3160	10.2%	7.0%

13. Online Retail Bestbuy - 2W Delta (2022-04-18, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
328	Yamaha Corp	2162	1.4%	6.7%

14. Job Listings - 2W Delta (2022-04-18, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1034	Fresenius SE & Co KGaA	693	100.0%	129%
389	Asics Corp	270	91.7%	100%
821	E*TRADE Financial Corp	3274	100.0%	92%
910	J B Hunt Transport Services In	1231	100.0%	90%
1055	E.ON SE	566	100.0%	75%
989	Bayerische Motoren Werke AG	1489	100.0%	74%
882	Fidelity National Information	5990	100.0%	72%
680	Micron Technology Inc	2711	90.5%	70%
37	Bojangles Inc	944	0.1%	61%
346	Porsche Automobil Holding SE	596	100.0%	59%
424	Samsung Electronics Co Ltd	1825	78.5%	57%
496	Koninklijke Ahold Delhaize NV	8983	100.0%	55%
109	Foot Locker Inc	1541	9.3%	55%
855	F5 Networks Inc	1072	75.2%	55%
759	D.R. Horton Inc	673	43.1%	51%
939	Envision Healthcare Corp	270	75.4%	51%
1021	Nokia Oyj	2088	50.3%	50%
992	Lloyds Banking Group PLC	198	89.3%	50%
1258	Barratt Developments PLC	216	100.0%	47%
271	Vail Resorts Inc	1513	89.7%	46%
544	Broadcom Ltd	424	94.7%	45%
988	Glencore PLC	359	100.0%	45%
638	XL Group Ltd	255	41.1%	45%
987	EssilorLuxottica SA	213	35.9%	44%
620	Corning Inc	1714	75.5%	44%
1442	Software AG	234	63.6%	44%
299	Zalando SE	1341	61.4%	43%
773	Patterson Companies Inc	416	63.8%	42%
219	Rent-A-Center Inc	1365	52.5%	42%
1363	Rheinmetall AG	1011	76.7%	40%

15. Employee Company Ratings - 2W Delta (2022-04-18, 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
1063	Schindler Holding AG	1661	0.5%	16.0%	5.5%		Outlook
1109	CNP Assurances SA	233	0.2%	-1.8%	0.6%	7.6%	CEO Rating
858	Devon Energy Corp	517	-1.0%	2.4%	-1.4%	7.2%	CEO Rating
118	Geox SpA	570	0.0%	-3.4%	0.0%	6.8%	CEO Rating
757	Celgene Corp	579	-1.0%	2.8%	0.8%	6.8%	CEO Rating
1318	voestalpine AG	306	0.3%	2.4%	0.9%	6.0%	CEO Rating
1213	Raiffeisen Bank International	574	1.6%	-0.4%	1.9%	6.0%	CEO Rating
461	Subaru Corp	251	0.0%	5.6%	0.8%	-6.0%	Outlook
1218	Tele2 AB	303	1.2%	5.4%	1.8%		Outlook
1378	SSP Group PLC	1346	0.2%	2.6%	0.9%	5.4%	CEO Rating
64	Citrix Systems Inc	4528	0.7%	1.8%	0.3%	5.2%	CEO Rating