

# **ASTUTEX TRENDSPOTTING**

**March 28, 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
China Eastern Airlines	Airline	707.14	707.14	topics: The Equalizer; Airline queries: china plane crash video
The Swatch Group	Manufacturing company	318.18	293.18	topics: Army Combat Fitness Test queries; army fitness test
A24	Entertainment company	162.93	76.74	queries: x movie
China Airlines	Airline	102.48	70.28	topics: Airline queries: china plane cra
Foresters Life Insurance Company	Company	33.16	41.65	topics: Foresters Financial; Foresters Financial
Dun & Bradstreet	Company	50.20	32.92	topics: Limited company
Humble Bundle	Company	5.74	20.75	topics: Steam
Cellucor Inc.	Company	116.33	16.07	topics: Energy drink
Okta	Software company	35.79	11.16	topics: Data breach;Computer security; Angular
Ship Sticks	Private company	78.54	7.71	topics: Golf club
Suzuki Marine	Company	7.43	7.43	topics: Suzuki queries: suzuki
Alteryx	Computer software company	11.08	3.33	topics: Workflow
Auto-Owners Insurance	Company	9.82	2.20	topics: Insurance
Rawlings	Sports equipment company	17.78	-0.28	queries: baseball pants
Poly-Wood, LLC	Company	63.19	-1.83	topics: Poly-Wood;Furniture
Great Wolf Resorts	Company	32.73	-2.11	topics: Kalahari Resorts Dells; Nickelodeon Suites Resort;Water slide; Personal flotation device queries: kalah
Legoland	Company	73.30	-14.28	topics: Coronado;Amusement park; Kalahari Resorts Dells; Nickelodeon Suites Resort queries: kalah
Turo	Carsharing company	137.90	-19.61	topics: Rent;Car rental; Vehicle insurance

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
886	Mosaic Co	2022-03-28	83%	52%
889	CF Industries Holdings Inc	2022-03-28	124%	37%
316	Korean Air Lines Co Ltd	2022-03-28	57%	27%
741	Williams Companies Inc	2022-03-28	28%	26%
129	Haier Electronics Group Co Ltd	2022-03-28	9%	17%
593	Verisk Analytics Inc	2022-03-28	50%	8%
222	Royal Caribbean Cruises Ltd	2022-03-28	140%	5%
279	Webjet Ltd	2022-03-28	56%	5%
293	Wyndham Worldwide Corp	2022-03-28	30%	-3%
430	Turk Hava Yollari AO	2022-03-28	75%	-3%

### 3. Google Trends Industries World - 2W Delta (2022-03-28, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Hand luggage	145.1%	6.1%	topics: Baggage;Size;Bag queries: carry on; jetblue checked bag fee
Unmanned aerial vehicle	2.7%	5.9%	topics: Ukrainian language;DJI;Camera; Switchblade queries: drone;switchblade drone;drone switchblade; zagreb
Ferry	33.1%	5.9%	topics: Island queries: ferry;port a ferry wait; ferry on my wayward bob and linda;sheplers ferry sold
Suitcase	35.1%	5.0%	topics: Baggage;Hand luggage;Bag;Model queries: suitcase; russian model suitcase;russian model found in suitcase; model found dead in suitcase
Airline ticket	37.0%	4.8%	topics: Ticket;Airplane queries: tickets;uçak bileti;plane; are airline tickets going up;rolling loud 2022; are plane tickets going up
Airport	61.1%	4.7%	topics: Flight;International airport;Car rental; Ted Cruz queries: airport;ted cruz airport montana; the walking dead actor moses j moseley
Cruise	92.0%	4.6%	topics: Cruise ship;Ship;Ship grounding;Float; Water slide queries: cruise ship;cruise; cruise ship runs aground;how do cruise ships float; large cruise ship waves
News	8.3%	3.8%	topics: Ukraine;Ukrainian language;Ukrainians; Mayim Bialik queries: news;mayim bialik news;scott hall news; freddie freeman news
Retirement home	-4.6%	3.5%	topics: Home;Retirement;Amenity;WordWhizzle Search; Alors On Danse queries: senior housing;maison de retraite; retirement;goliath;murder party;trois fois rien
Airline	55.1%	3.4%	topics: Frontier Airlines;Frontier;Flight; China Eastern Airlines queries: airlines;china airlines crash; chinese airlines crash;china eastern airlines crash
Lipstick	113.3%	2.8%	topics: Estée Lauder;Color queries: lipstick; sephora zodiac lipstick

### 3. Google Trends Industries World - 2W Delta (2022-03-28, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Heating, ventilation, and air	13.6%	2.5%	topics: Air conditioning;System queries: hvac; hvac uv light installation hvac uv light installation
Heating Ventilation and AC	13.6%	2.5%	topics: Air conditioning;System queries: hvac; hvac uv light installation
High-heeled shoe	35.9%	2.2%	topics: Shoes;Heel;Black queries: heels
Video game console	-24.3%	2.0%	topics: Video game;AtGames;Atgames Legends Gamer Pro; AtGames Legends Ultimate Arcade queries: console; atgames legends gamer pro console; discontinued handheld nintendo console; discontinued handheld nintendo console crossword
Xbox	-19.3%	1.9%	topics: Xbox One;Xbox Series X and Series S queries: xbox; is hogwarts legacy on xbox;sonic xbox controller; how much is elden ring on xbox
Gift Card	7.8%	1.9%	topics: Gift queries: gift card;redeem.egift cards.com
Gift Cards	7.8%	1.9%	topics: Gift queries: gift card;redeem.egift cards.com
Sony PlayStation	-25.7%	1.8%	topics: PlayStation 5;PlayStation 4 queries: playstation; elden ring could not verify playstation plus; pastor brian houston hillsong church;army combat fitness test
Gym	21.6%	1.8%	topics: Fitness center;Physical fitness queries: gym; boulevard fitness san diego;st peters gym;sueyuu gym
Doll	-6.0%	1.8%	topics: American Girl;Barbie;Baby Doll;Ranni; Monster High/Ever After High: The Legend of Shadow High quer; dolls;ranni doll;rosa bonheur doll;sandy beach doll
Sunglasses	6.4%	1.7%	topics: Glasses;Oakley;Ray-Ban queries: sunglasses

### 3. Google Trends Industries World - 2W Delta (2022-03-28, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Career	8.2%	1.6%	topics: topics: Jobqueries: careers; chase daniel career earnings;kyrie irving career high; kirk cousins career earnings queries: queries: careers; kirk cousins career earnings
Personal care	18.3%	1.6%	topics: Bag;Toiletry bag;Amway;Plastic bag queries: toiletry; toiletries;toiletries container crossword clue; toiletries bag kmart
Headphones	-10.5%	1.6%	topics: Bluetooth;Headset;Wireless queries: headphones

4. Google Trends Industries USA - 2W Delta (2022-03-28, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Unmanned aerial vehicle	2.5%	10.5%	topics: Ukrainian language;DJI;Camera; Switchblade queries: drone;switchblade drone;drone switchblade; zagreb
Snow boot	3.7%	10.5%	topics: Boot;Hummel International;ECCO queries: snow boots; winter boots
Robotics	19.2%	6.4%	topics: Robot queries: robotics; first robotics world championship 2022; 2018 robotik kodlama d�nya birincisi;■■■■ ■■■■ ■■■■■■■■ ■■■■■■■■; ■■■■■■■■ ■■■■■■■■
Coffeemaker	2.8%	5.3%	topics: Coffee queries: coffee maker;coffee; ambiano coffee maker;ambiano single serve coffee maker; ninja hot and cold brewed system
News	4.7%	5.3%	topics: Ukraine;Ukrainian language;Ukrainians; Mayim Bialik queries: news;mayim bialik news;scott hall news; freddie freeman news
Computer security	15.9%	4.8%	topics: Security;Okta queries: security;cyber security; okta security breach;walking dead actor moose j mooseley; ted cruz airport montana
Business	-7.7%	4.2%	topics: Software;Enterprise software;Management; Sine and cosine queries: empresa;empresas;hertz
Robotic Vacuum Cleaner	0.9%	4.2%	topics: Robot;Vacuum cleaner;Aiper Smart queries: vacuum; robot vacuum;mahli robotic 3-in-1 vacuum cleaner
Gift Card	10.3%	3.8%	topics: Gift queries: gift card;redeem.egift cards.com
Gift Cards	10.3%	3.8%	topics: Gift queries: gift card;redeem.egift cards.com
E-commerce	6.5%	3.8%	topics: Trade queries: ecommerce;dhl ecommerce api v4



#### 4. Google Trends Industries USA - 2W Delta (2022-03-28, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Marketing	13.9%	3.5%	topics: topics: Digital marketing; queries: marketing; super affiliate bizleads automation summit; online marketing technique crossword queries: queries: marke; online marketing technique crossword
Video game console	-27.9%	2.9%	topics: Video game;AtGames;Atgames Legends Gamer Pro; AtGames Legends Ultimate Arcade queries: console; atgames legends gamer pro console; discontinued handheld nintendo console; discontinued handheld nintendo console crossword
Board game	-6.2%	2.9%	topics: Game;Dead by Daylight queries: board game;board; dead by daylight board game;dbd board game;taoiseach
Enterprise Resource Planning	22.0%	2.8%	topics: System;Software;IQMS;Process manufacturing queries: erp; what is an erp system in accounting
Career	16.2%	2.8%	topics: Job queries: careers;chase daniel career earnings; kyrie irving career high;kirk cousins career earnings
Workflow	28.4%	2.5%	topics: Management;Workflow management system;Amazon S3;Map; Data type queries: workflow
Magazine	-8.4%	2.4%	topics: People queries: magazine;minx magazine true story; time magazine woman of the year 2022
Physical fitness	-6.9%	2.3%	topics: Gym;Exercise;Fitness center; Army Combat Fitness Test queries: fitness; army combat fitness test leg tuck;scott murray fitness; scott murray
Job	12.7%	2.1%	topics: Indeed;Recruitment queries: jobs;aperture desk job
Doll	-7.6%	2.1%	topics: American Girl;Barbie;Baby Doll;Ranni; Monster High/Ever After High: The Legend of Shadow High quer; dolls;ranni doll;rosa bonheur doll;sandy beach doll
Payroll	5.2%	2.0%	topics: Tax;Payroll tax;Cincinnati Reds;Los Angeles Dodgers; Dodgers queries: payroll;dodgers payroll;dodgers payroll 2022; reds payroll

#### 4. Google Trends Industries USA - 2W Delta (2022-03-28, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Skin care	-7.6%	1.9%	topics: topics: Skin;Scarlett Johanssonqueries: skincare; skin care;no. 7 skin care products;bionova skincare; skincare by laurens queries: queries: skincare; skincare by laurens
Sony PlayStation	-30.7%	1.8%	topics: PlayStation 5;PlayStation 4 queries: playstation; elden ring could not verify playstation plus; pastor brian houston hillsong church;army combat fitness test
Food processor	-20.7%	1.8%	topics: Food;Puff pastry;Pastry blender; Proctor Silex queries: food processor; multiprocessador philips walita 750w;robot cocina aldi

## 5. Website Traffic - 2W Delta (2022-03-26, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
308	Air China Ltd	7.987384	328%	101%
289	Wizz Air Holdings PLC	14.936153	206%	52%
487	Raia Drogasil SA	2.283538	66%	47%
246	Tallink Grupp AS	1.357846	140%	45%
312	easyJet plc	18.988846	159%	40%
13	Accell Group NV	1.076076	64%	32%
42	Brunello Cucinelli SpA	4.009692	184%	29%
99	Europcar Groupe SA	2.264384	88%	24%
329	Sega Sammy Holdings Inc	3.063615	59%	24%
440	NetEase Inc	4155.153076	366%	22%
535	Whitbread PLC	7.091153	420%	20%
311	International Consolidated Air	35.283153	72%	16%
167	Localiza Rent a Car SA	3.102000	10%	16%
79	De Longhi SpA	8.048615	9%	14%
318	China Airlines Ltd	2.474230	9%	13%
545	Boeing Co	5.616384	17%	12%
476	Nikon Corp	1.982615	-1%	11%
229	Shake Shack Inc	1.570923	-28%	10%
350	Mitsubishi Motors Corp	1.929230	27%	10%
310	Deutsche Lufthansa AG	20.534846	114%	9%
458	Volkswagen AG	16.928692	8%	9%
118	Geox SpA	2.248538	10%	9%
490	Etablissements Franz Colruyt	1.416000	-18%	8%
676	Marsh & McLennan Companies Inc	3.205769	-13%	7%
793	Chubb Ltd	3.675692	-4%	6%
512	E-Mart Inc	1.203846	-28%	6%
351	Hyundai Motor Co	18.148769	3%	6%
400	Hero MotoCorp Ltd	3.079923	-17%	6%
915	DISH Network Corp	4.635384	-22%	5%

## 6. Wikipedia - 2W Delta (2022-03-28, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
666	Oracle Corp	en.wikipedia.org/wiki/Larry_Ellison	8639	20.6%	23.3%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	6449	50.2%	17.8%
859	Alphabet Inc	en.wikipedia.org/wiki/Google	190847	63.2%	17.5%
441	Bandai Namco Holdings Inc	en.wikipedia.org/wiki/Bandai_Namco_Entertainment	3337	49.6%	16.9%
545	Boeing Co	en.wikipedia.org/wiki/Boeing	14118	47.5%	16.4%
519	Nestle SA	en.wikipedia.org/wiki/Nestle	5136	-2.9%	12.7%
997	Electricite de France SA	en.wikipedia.org/wiki/Hinkley_Point_C_nuclear_power_station	2572	40.5%	10.0%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	4214	98.0%	10.0%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	2894	33.0%	9.5%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	3688	15.3%	9.5%
1112	The Swatch Group AG	en.wikipedia.org/wiki/The_Swatch_Group	3513	12.5%	9.0%
578	Honeywell International Inc	en.wikipedia.org/wiki/Terminal_High_Altitude_Area_Defense	4853	22.0%	8.8%
194	NVIDIA Corp	en.wikipedia.org/wiki/Deep_learning_super_sampling	6331	-2.0%	8.5%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_murder	2649	-5.5%	8.3%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	3704	75.0%	8.0%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2938	-12.2%	7.6%
308	Air China Ltd	en.wikipedia.org/wiki/Air_China	2512	17.0%	7.4%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/Kelly_Loeffler	6539	-71.4%	7.4%
934	News Corp	en.wikipedia.org/wiki/Biden%20%80%93Ukraine_conspiracy_theory	12416	-6.3%	6.4%
965	BP PLC	en.wikipedia.org/wiki/BP	2682	-5.7%	6.1%
644	General Dynamics Corp	en.wikipedia.org/wiki/Littoral_combat_ship	6884	8.6%	6.0%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Advance_Publications	5311	29.8%	5.9%
16	Amazon.com Inc	en.wikipedia.org/wiki/Fire_OS	52554	23.1%	5.9%
310	Deutsche Lufthansa AG	en.wikipedia.org/wiki/Germanwings_Flight_9525	7585	17.2%	5.8%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft	12905	16.0%	5.7%
372	Pernod Ricard SA	en.wikipedia.org/wiki/Stolichnaya	11331	2.9%	5.7%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Anthony_Joshua_vs._Kubrat_Pulev	12299	-3.6%	5.6%
236	Sports Direct International PL	en.wikipedia.org/wiki/Frasers_Group	2462	-1.0%	5.5%
576	Citigroup Inc	en.wikipedia.org/wiki/Citibank	5671	15.6%	5.4%

## 7. Wikipedia Pages- 2W Delta (2022-03-26, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
934	News Corp	en.wikipedia.org/wiki/Biden%E2%80%93Ukraine_conspiracy_theory	45423	248%	120%
372	Pernod Ricard SA	en.wikipedia.org/wiki/Stolichnaya	12573	597%	106%
		en.wikipedia.org/wiki/Shen_Yun	15424	287%	57%
		en.wikipedia.org/wiki/Theranos	170323	400%	57%
		en.wikipedia.org/wiki/Smirnoff	14915	216%	42%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Sekiro:_Shadows_Die_Twice	25021	78%	35%
666	Oracle Corp	en.wikipedia.org/wiki/Larry_Ellison	52384	27%	33%
		en.wikipedia.org/wiki/Airbnb	29656	53%	30%
		en.wikipedia.org/wiki/Halston	14840	309%	26%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	63484	65%	24%
666	Oracle Corp	en.wikipedia.org/wiki/Oracle_Corporation	29397	19%	18%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	25823	122%	16%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	14050	138%	15%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	26782	32%	15%
		en.wikipedia.org/wiki/Revolut	18820	119%	14%
519	Nestle SA	en.wikipedia.org/wiki/Nestl%C3%A9	46606	-4%	14%
		en.wikipedia.org/wiki/Yandex	21167	164%	13%
		en.wikipedia.org/wiki/The_Vanguard_Group	27944	58%	12%
		en.wikipedia.org/wiki/Foxconn	15408	-7%	11%
		en.wikipedia.org/wiki/Forever_Living_Products	13513	120%	11%
		en.wikipedia.org/wiki/Chrome_Web_Store	14687	28%	10%
289	Wizz Air Holdings PLC	en.wikipedia.org/wiki/Wizz_Air	12969	98%	9%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_Maps	128581	134%	9%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	23931	33%	9%
		en.wikipedia.org/wiki/Google_Play	38803	2%	8%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty_4:_Modern_Warfare	10405	10%	7%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Modern_Warfare_2	12650	13%	7%
424	Samsung Electronics Co Ltd	en.wikipedia.org/wiki/Samsung_Electronics	17557	21%	7%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	707056	69%	6%
		en.wikipedia.org/wiki/Credit_card	21397	23%	6%
		en.wikipedia.org/wiki/Cloud_computing	80294	101%	6%
554	Exxon Mobil Corp	en.wikipedia.org/wiki/ExxonMobil	11715	16%	6%

## 7. Wikipedia Pages- 2W Delta (2022-03-26, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
691	Northrop Grumman Corp	<a href="https://en.wikipedia.org/wiki/Northrop_Grumman">en.wikipedia.org/wiki/Northrop_Grumman</a>	12533	43%	6%
20	Apple Inc	<a href="https://en.wikipedia.org/wiki/Apple_Inc.">en.wikipedia.org/wiki/Apple_Inc.</a>	81469	1%	5%
1069	BAE Systems PLC	<a href="https://en.wikipedia.org/wiki/BAE_Systems">en.wikipedia.org/wiki/BAE_Systems</a>	12699	22%	5%
		<a href="https://en.wikipedia.org/wiki/Indeed">en.wikipedia.org/wiki/Indeed</a>	17862	99%	5%

## 8. Instagram - 2W Delta (2022-03-28 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
225	Samsonite International S A	instagram.com/p/Cbcn3-wqSp3	25.6%	801.4%	146.4%
91	Electrolux AB		19.5%	564.5%	108.1%
262	Trivago NV		16.1%	246.7%	68.6%
507	InterContinental Hotels Group PLC		5.8%	201.0%	61.1%
230	SRP Groupe SA		44.4%	1,302.6%	51.2%
13	Accell Group NV		4.9%	216.7%	48.8%
103	Fast Retailing Co Ltd		8.9%	263.2%	46.7%
381	Seven & i Holdings Co Ltd	instagram.com/p/CbOOMqfFePE instagram.com/p/CassbATIW8Z instagram.com/p/CbQo-Q3pfy	46.5%	574.4%	43.2%
396	Carrefour SA	instagram.com/p/CbF6NhnxBI instagram.com/p/CbUQYO2ouTy	17.9%	161.1%	37.4%
462	Mazda Motor Corp	instagram.com/p/CZpl_U5OkS0 instagram.com/p/CaQlrXH0dZr	9.0%	245.5%	37.1%
480	Mastercard Inc		11.5%	442.6%	32.1%
334	SAP SE		19.4%	330.3%	31.9%
414	Mondelez International Inc	instagram.com/p/Ca0X52ID6EY instagram.com/p/Ca5OX6Nuw4Z instagram.com/p/CbDF6QBt8up	3.7%	187.8%	25.4%
390	Nintendo Co Ltd	instagram.com/p/CZ110iqhf8c instagram.com/p/CblqsFhvF4g instagram.com/p/Ca-o5GmPPY8	5.0%	172.9%	25.0%
354	Tsingtao Brewery Co Ltd		188.3%	357.2%	23.1%
154	Jack in the Box Inc	instagram.com/p/CbGtKE0pCRD	13.7%	282.0%	22.5%
115	Gap Inc	instagram.com/p/Ca7sKPDJlIS instagram.com/p/CaUpUxrLH1a instagram.com/p/CbYYJvKukc6	1.5%	129.3%	21.9%
478	American Express Co	instagram.com/p/CY9HO3vM8O7	11.6%	473.3%	20.7%
454	Compagnie Generale des Etablissements Michelin SCA	instagram.com/p/CZ1owGNrDYC	17.6%	179.0%	17.4%
310	Deutsche Lufthansa AG	instagram.com/p/CaP08EeKG4F instagram.com/p/CbHq5sBKpXh instagram.com/p/Ca2NOIVNHIV	1.0%	120.1%	15.6%

## 8. Instagram - 2W Delta (2022-03-28 Growth YoY) (Part 2)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
476	Nikon Corp		2.0%	149.0%	14.1%
125	Greggs PLC		27.8%	447.2%	13.7%
98	Etsy Inc	instagram.com/p/CbTE1P6ln8V instagram.com/p/CbVphN2F5Xy instagram.com/p/CbdCDmyM4z0	9.1%	130.2%	13.7%
388	Pick N Pay Stores Ltd		5.6%	262.0%	13.5%
343	Yokohama Rubber Co Ltd		10.6%	110.5%	12.9%
178	Merlin Entertainments PLC	instagram.com/p/Cbgo8q1lzL4	12.8%	122.2%	11.8%
407	Kikkoman Corp		37.5%	123.2%	11.0%
240	Steven Madden Ltd	instagram.com/p/CbaRuRluN9l instagram.com/p/Cbc83a7uiSN instagram.com/p/CbfUgk9uhF9	6.5%	109.0%	9.9%
34	Bloomin' Brands Inc		9.1%	180.3%	9.3%
264	Techtronic Industries Co Ltd	instagram.com/p/CbOI4M6MAwd instagram.com/p/CbTEvOYs6Xg instagram.com/p/Cba_lv5jsAX	15.1%	194.6%	9.1%
433	Southwest Airlines Co	instagram.com/p/CbTSd4IOEgM instagram.com/p/CbOI4J_glmS instagram.com/p/CbBXxN7lr3o	4.1%	103.0%	8.6%
472	Ceconomy AG		9.6%	107.6%	8.5%
311	International Consolidated Airlines Group SA	instagram.com/p/CbIGZ4sIBmf instagram.com/p/CbSHDMUK0LH instagram.com/p/Ca5Cmcllco	14.5%	266.7%	8.4%
397	Aeon Co Ltd		14.3%	115.7%	7.4%
5	Puma SE	instagram.com/p/CbQFWyXqdUX instagram.com/p/Ca2PzDEvXqd instagram.com/p/Cbc8dA4raeC	5.1%	187.4%	7.2%
464	Fiat Chrysler Automobiles NV	instagram.com/p/CbhxdmJOhvq instagram.com/p/CbcMor0s6al instagram.com/p/CbcnxrdulXo	5.6%	105.8%	7.0%
212	Prada SpA	instagram.com/p/Cbloo2mNOUp instagram.com/p/Cbdl1XqMCd5 instagram.com/p/CbioX4aDm-W	11.1%	203.1%	6.7%
349	Honda Motor Co Ltd	instagram.com/p/Cbcn2rxuFGa instagram.com/p/CbFvUgQhij3 instagram.com/p/CZ2H9FVp_X4	3.6%	103.3%	6.3%
136	Hermes International SCA	instagram.com/p/CbUs7W3qnD7 instagram.com/p/CbPh58OKf9_ instagram.com/p/Cbkv-ugKuVg	7.9%	115.7%	5.8%



### 8. Instagram - 2W Delta (2022-03-28 Growth YoY) (Part 3)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
128	Habit Restaurants Inc		5.8%	138.3%	4.4%
408	Nissin Foods Holdings Co Ltd	<a href="https://www.instagram.com/p/CZS-NspNv-w">instagram.com/p/CZS-NspNv-w</a>	7.6%	146.3%	4.4%
168	LPP SA		29.6%	122.5%	3.6%
451	Autodesk Inc		5.3%	126.7%	3.5%
206	PayPal Holdings Inc		35.4%	125.6%	3.2%

9. AppStore USA - 2W Delta (2022-03-26, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
325	Tencent	JOOX Music	338	7.5%	2.8%
915	DISH Network Corp	DISH Anywhere	380	0.4%	2.1%
785	CBS Corp	Paramount+; CBS	198	3.5%	1.8%
169	Lululemon Athletica Inc	lululemon	287	19.6%	1.1%
1477	Twitter Inc	Twitter	25	7.2%	0.9%

#### 10. AppStore Publishers USA - 2W Delta (2022-03-26, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Tubi, Inc	Tubi - Watch Movies & TV Shows	118	-10.1%	5.9%
	Duolingo	Duolingo - Language Lessons	96	36.7%	5.4%
	OfferUp Inc.	OfferUp - Buy. Sell. Letgo.	92	-15.6%	5.2%
	Poshmark, Inc.	Poshmark: Buy & Sell Fashion	106	3.4%	4.8%
213	Booking Holdings Inc.	Booking.com: Hotels & Travel	152	-6.0%	4.4%
	Zillow.com	Zillow Real Estate & Rentals	114	-8.4%	3.8%
887	Expedia Inc	Vrbo Vacation Rentals; Expedia: Hotels, Flights & Car	105	14.7%	3.8%
	Credit Karma, Inc.	Credit Karma	99	0.0%	3.4%
	FLO HEALTH, INC.	Flo Period & Ovulation Tracker	163	6.1%	3.1%

#### 11. Online Retail Amazon - 2W Delta (2022-03-28, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
567	Procter & Gamble Co	906	108.3%	11.6%
907	Church & Dwight Co Inc	301	11.1%	10.1%
189	Nike Inc	1279	-24.7%	8.8%
1474	Caleres, Inc.	340	-16.0%	6.7%
277	Vista Outdoor Inc	1442	-3.4%	5.9%
903	Seagate Technology PLC	784	-17.9%	4.7%
149	Intuit Inc	513	-28.9%	4.7%
520	Glanbia PLC	3855	129.6%	4.6%
476	Nikon Corp	725	-38.1%	3.8%
173	Makita Corp	963	-8.9%	3.7%
502	Ubisoft Entertainment SA	799	-12.5%	3.4%
538	Fujifilm Holdings Corp	770	11.9%	3.4%
67	Columbia Sportswear Co	3012	-13.7%	3.4%
283	Whirlpool Corp	2964	23.3%	3.1%
290	Wolverine World Wide Inc	2367	-7.2%	3.1%
456	Hankook Tire Co Ltd	622	2.1%	3.0%

## 12. Online Retail Walmart - 2W Delta (2022-03-21, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
663	Kimberly-Clark Corp	1187	331.6%	80.7%
526	General Mills Inc	297	110.6%	47.9%
66	Tapestry Inc	1110	209.2%	43.6%
536	Monster Beverage Corp	333	43.5%	36.7%
238	Starbucks Corp	1052	52.9%	26.4%
79	De Longhi SpA	1731	36.3%	17.8%
457	Goodyear Tire & Rubber Co	2243	-23.7%	15.8%
328	Yamaha Corp	996	41.3%	15.3%
171	Luxottica Group SpA	1107	35.2%	14.6%
111	Fossil Group Inc	509	65.8%	14.0%
567	Procter & Gamble Co	1525	70.6%	11.7%
519	Nestle SA	331	36.2%	11.5%
264	Techtronic Industries Co Ltd	591	7.3%	11.4%
290	Wolverine World Wide Inc	465	148.7%	9.0%
416	Beiersdorf AG	673	9.3%	8.0%
14	Adidas AG	2115	41.9%	7.9%
525	Campbell Soup Co	518	2.6%	7.2%
534	Estee Lauder Companies Inc	4093	89.6%	7.0%
426	Seiko Epson Corp	914	35.6%	6.5%
540	Logitech International SA	1144	3.9%	6.4%

**13. Online Retail Bestbuy - 2W Delta (2022-03-28, 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>
537	Acer Inc	519	40.7%	10.1%
721	Stanley Black & Decker Inc	271	146.4%	9.1%
116	Garmin Ltd	1152	-18.9%	5.8%
955	Take Two Interactive	2051	-16.2%	4.2%

**14. Job Listings - 2W Delta (2022-03-28, 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>
1074	Legal & General Group PLC	405	100.0%	187%
1278	Iliad SA	340	99.0%	128%
1403	Elis SA	840	98.8%	98%
988	Glencore PLC	168	3.2%	73%
1089	Partners Group Holding AG	239	100.0%	68%
548	Chevron Corp	1101	100.0%	67%
360	Dixons Carphone PLC	234	58.0%	66%
1401	Georg Fischer AG	248	89.7%	64%
918	Crown Castle International Cor	267	100.0%	54%
1210	Commerzbank AG	597	61.1%	53%
1055	E.ON SE	547	14.1%	52%
141	Howden Joinery Group PLC	325	81.1%	52%
1305	Helvetia Holding AG	198	97.5%	52%
1004	Relx PLC	1646	100.0%	51%
1344	LANXESS AG	187	77.9%	51%
394	Wesfarmers Ltd	977	72.4%	50%
1335	Weir Group PLC	302	100.0%	49%
1070	Aviva PLC	452	74.0%	49%
1064	Fresenius Medical Care AG & Co	6663	49.2%	47%
104	Fielmann AG	2898	82.1%	46%
346	Porsche Automobil Holding SE	569	34.9%	44%
403	Barry Callebaut AG	313	85.5%	43%
1246	AB SKF	357	98.8%	42%
325	Tencent	543	100.0%	42%
1339	Hikma Pharmaceuticals PLC	246	38.2%	41%
868	Nasdaq Inc	286	56.6%	40%
698	PG&E Corp	320	27.4%	40%
98	Etsy Inc	172	20.4%	39%
1404	SBM Offshore NV	239	88.7%	39%
1276	Smurfit Kappa Group PLC	522	100.0%	39%

**15. Employee Company Ratings - 2W Delta (2022-03-28, 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
1153	Solvay SA	948	17.6%		23.1%		Management
1109	CNP Assurances SA	226	-1.2%	3.8%	-0.4%	19.4%	CEO Rating
1085	Aeroports de Paris SA	7167	0.0%	3.0%	0.1%	8.2%	CEO Rating
1063	Schindler Holding AG	1483	0.0%	8.0%	3.9%		Outlook
64	Citrix Systems Inc	4487	1.4%	3.6%	1.0%	7.9%	CEO Rating
418	Shiseido Co Ltd	668	2.4%	6.8%	4.0%	1.2%	Outlook
909	Alliant Energy Corp	455	1.5%	2.0%	2.1%	6.4%	CEO Rating
247	Technogym SpA	374	1.0%	1.8%	2.1%	6.4%	CEO Rating
510	Distribuidora Internacional de	486	0.0%	1.6%	1.6%	6.4%	CEO Rating
197	Ollie's Bargain Outlet Holding	2136	0.2%	1.4%	0.2%	6.2%	CEO Rating
682	Murphy Oil Corp	1662	0.0%	4.4%	-0.2%	6.0%	CEO Rating
184	Movado Group Inc	415	1.4%	6.0%	0.0%	-0.2%	Outlook
4	Salvatore Ferragamo SpA	481	0.5%	0.8%	1.9%	6.0%	CEO Rating
1161	MTU Aero Engines AG	225	0.3%	3.4%	-0.6%	6.0%	CEO Rating
1144	Bollore SA	966	-0.7%	-0.8%	-0.9%	5.6%	CEO Rating
1367	Tate & Lyle PLC	603	0.2%	5.6%	-0.3%	0.4%	Outlook
934	News Corp	404	1.8%	5.6%	1.8%	2.2%	Outlook
1523	Rollins Inc	432	0.2%	-0.6%	-0.2%	5.6%	CEO Rating
3	NCSOFT Corp	289	3.0%	5.4%	2.4%		Outlook
1503	FleetCor Technologies Inc	1337	0.7%	1.8%	0.7%	5.2%	CEO Rating
59	Cedar Fair LP	2054	0.1%	5.2%	0.4%	-3.8%	Outlook
1420	Rotork PLC	228	1.2%	-0.6%	0.9%	5.2%	CEO Rating