

ASTUTEX TRENDSPOTTING

February 07, 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
Bungie Inc	Video game company	153.09	129.83	topics: Sony PlayStation;Video game
Enstrom Helicopter Corporation	Company	-2.23	23.94	topics: Helicopter
TaxSlayer	Company	1.53	20.99	topics: Tax
House of CB	Fashion company	139.78	18.68	topics: Revolve
H&R Block	Company	-6.58	18.65	topics: Advance payment;Tax;TurboTax; Tax preparation in the United States; Estimation;Tax refund
Adore Me	Company	61.51	13.38	topics: Lingerie;Adam and Eve; Eve queries: adore me;lingerie brands
Jackson Hewitt	Company	-2.77	12.95	topics: Advance payment; Tax preparation in the United States
LoveSac	Furniture company	57.37	9.38	topics: Furniture
Franchise Group	Holding company	-35.50	9.16	topics: Tax preparation in the United St
Channel Four Television Corporation	Company	-6.96	8.84	topics: News
Paychex	Company	7.12	5.44	topics: Payroll
Honeywell	Multinational conglomerate company	28.69	2.64	topics: Honeywell
The Hartford	Financial services company	39.56	1.49	topics: Vehicle insurance

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	2022-02-06	256%	86%
514	Massmart Holdings Ltd	2022-02-06	67%	67%
421	Greene King PLC	2022-02-06	147%	61%
635	Entergy Corp	2022-02-06	23%	36%
686	Twenty-First Century Fox Inc	2022-02-06	8%	28%
1488	Olainfarm	2022-02-06	43%	19%
695	Omnicom Group Inc	2022-02-06	228%	17%
601	H & R Block Inc	2022-02-06	-9%	17%
126	Korian SA	2022-02-06	-17%	17%
314	Ryanair Holdings PLC	2022-02-06	151%	15%
787	Xilinx Inc	2022-02-06	-8%	15%
794	Hologic Inc	2022-02-06	9%	14%
49	Calavo Growers Inc	2022-02-06	-2%	13%
769	Biogen Inc	2022-02-06	-2%	12%
626	Dover Corp	2022-02-06	-4%	12%
648	Harris Corp	2022-02-06	-21%	11%
833	L3 Technologies Inc	2022-02-06	-10%	11%
196	Oriental Land Co Ltd	2022-02-06	47%	11%
614	CMS Energy Corp	2022-02-06	-3%	10%
737	Ventas Inc	2022-02-06	-13%	9%
758	Cincinnati Financial Corp	2022-02-06	-5%	9%
678	S&P Global Inc	2022-02-06	-16%	9%
834	C.H. Robinson Worldwide Inc	2022-02-06	49%	9%
523	Meiji Holdings Co Ltd	2022-02-06	-1%	9%
701	Exelon Corp	2022-02-06	-11%	9%
725	Andeavor	2022-02-06	-28%	9%
535	Whitbread PLC	2022-02-06	54%	8%
900	Essex Property Trust Inc	2022-02-06	31%	8%
785	CBS Corp	2022-02-06	-26%	8%
291	Workiva Inc	2022-02-06	-2%	8%
149	Intuit Inc	2022-02-06	-9%	8%
889	CF Industries Holdings Inc	2022-02-06	-38%	8%
661	Jacobs Engineering Group Inc	2022-02-06	13%	7%
565	Baker Hughes A GE Co	2022-02-06	10%	7%
632	PerkinElmer Inc	2022-02-06	-15%	7%

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
806	AvalonBay Communities Inc	2022-02-06	24%	7%
205	Paychex Inc	2022-02-06	7%	7%
617	CA Inc	2022-02-06	-24%	7%
571	Analog Devices Inc	2022-02-06	22%	7%
1485	Linus Agro Group	2022-02-06	18%	7%
499	President Chain Store Corp	2022-02-06	6%	6%
819	Stericycle Inc	2022-02-06	5%	6%
272	Van de Velde NV	2022-02-06	-2%	6%
296	Yelp Inc	2022-02-06	-4%	6%
919	Delphi Technologies PLC	2022-02-06	-21%	6%
868	Nasdaq Inc	2022-02-06	-24%	6%
920	Acuity Brands Inc	2022-02-06	-15%	5%
853	Sempra Energy	2022-02-06	-17%	5%
724	Sysco Corp	2022-02-06	22%	5%
508	Coway Co Ltd	2022-02-06	16%	5%
524	Orkla ASA	2022-02-06	-13%	5%
312	easyJet plc	2022-02-06	39%	5%
41	Brookdale Senior Living Inc	2022-02-06	-10%	5%
569	Travelers Companies Inc	2022-02-06	-6%	5%

3. Google Trends Industries World - 2W Delta (2022-02-07, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
News	-12.6%	3.6%	topics: Breaking news;Yahoo! News; Russo-Ukrainian War queries: news;jim harbaugh news; putin russia ukraine news;carhartt news
Workflow	24.6%	2.9%	
Financial services	-3.8%	2.6%	topics: Finance;Service;Asset;Volvo Financial Services; Cetera Financial Group queries: financial services; toyota financial;baird financial
Gym	-5.2%	2.2%	topics: Fitness center;Physical fitness;Home Gym queries: gym; genesis gym;powerlifting gym near me;women gym near me
Backpack	-9.0%	2.2%	topics: Bag;Handbag;Fanny pack queries: backpack; travel backpack for women
Payroll	-15.5%	2.0%	topics: Tax;Payroll tax;ADP, LLC;Bookkeeping;Form W-4; Payroll Inc queries: payroll
Pharmacy	21.5%	1.9%	
Athleisure	-15.6%	1.8%	
Mobile games	-32.2%	1.4%	topics: Mobile phone;Game; Video game queries: best mobile games
Enterprise Resource Planning	5.2%	1.3%	topics: System;Software;Job description;Human Resources; Open-source software queries: erp
Action camera	-43.7%	1.3%	topics: Camera

3. Google Trends Industries World - 2W Delta (2022-02-07, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Customer Relationship management	5.4%	1.1%	topics: topics: Management;13 Scents Inc.;Customer;DealerSocket; All-inclusive resort;System integrationqueries: crm;9anime; elead crm login queries: queries: crm;elead crm login
Sports betting	-4.4%	1.1%	
Quadcopter	-29.2%	1.1%	topics: Unmanned aerial vehicle;Camera;Helicopter
Video camera	-33.2%	1.1%	topics: Camera;Video;Traffic camera;Surveillance; Sound Recording and Reproduction; North Carolina Department of Transportation queries: traffic; video camera;camcorder;lexington traffic cameras; pa 511 traffic cameras;columbus traffic cameras
Hunting	-32.9%	0.8%	topics: Deer;Duck;Waterfowl hunting;Pokémon Legends: Arceus; French horn queries: hunting;shiny hunting legends arceus; how to shiny hunt in legends arceus;hunt secretary
Road	-17.3%	0.8%	topics: Travel;Road trip;Driving; Indiana Department of Transportation; Texas Department of Transportation queries: road; road conditions dallas;road closures san antonio; san antonio road closures
Food delivery	-21.0%	0.8%	topics: Food;Delivery;Starship Technologies;Meal kit; Online food ordering queries: delivery food;food; delivery near me
Marketing	-13.7%	0.7%	topics: Digital marketing;Job queries: marketing; diamond marketing solutions complaints
Xbox	-49.1%	0.7%	topics: Xbox One;Xbox Series X and Series S;Dying Light 2; Enforcement;Tom Clancy's Rainbow Six Extraction queries: xbox; xbox buys activision;xbox party chat down; did xbox buy activision
Video	-24.0%	0.6%	
Heating, ventilation, and air	5.0%	0.6%	topics: Air conditioning;Company;Duct;Geothermal energy;Bosch; Robert Bosch queries: hvac;residential hvac repair

3. Google Trends Industries World - 2W Delta (2022-02-07, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Heating Ventilation and AC	5.0%	0.6%	topics: Air conditioning;Company;Duct;Geothermal energy; Bosch;Robert Bosch queries: hvac; residential hvac repair queries: hvac; residential hvac repair
Website	-19.0%	0.5%	topics: World Wide Web;Google Sites;Textbook queries: website; covid test government website;website for free covid tests; wordle website free
Airline ticket	-2.9%	0.5%	topics: Ticket;Airplane;Manila;Barcelona; Baggage queries: plane tickets;airline tickets; when is the best time to buy plane tickets

4. Google Trends Industries USA - 2W Delta (2022-02-07, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
News	-12.0%	4.2%	topics: Breaking news;Yahoo! News; Russo-Ukrainian War queries: news;jim harbaugh news; putin russia ukraine news;carhartt news
Quadcopter	-15.4%	3.9%	topics: Unmanned aerial vehicle;Camera;Helicopter
Sports betting	-11.6%	3.3%	
hiking apparel	-34.2%	1.9%	topics: Hiking;Clothing queries: hiking clothes
Road	-2.3%	1.7%	topics: Travel;Road trip;Driving; Indiana Department of Transportation; Texas Department of Transportation queries: road; road conditions dallas;road closures san antonio; san antonio road closures
Payroll	-17.0%	1.6%	topics: Tax;Payroll tax;ADP, LLC;Bookkeeping;Form W-4; Payroll Inc queries: payroll
Genetic testing	-18.5%	0.9%	topics: DNA;Genetics;Hereditary carrier;Ehlers–Danlos syndromes; Chromosome queries: dna test;genetic testing
Action camera	-41.7%	0.8%	topics: Camera
Newspaper	-20.9%	0.7%	topics: Daily Mail;Obituary queries: daily;nyt daily mini; the republic newspaper columbus indiana;blic novine
Energy Drink	-10.8%	0.6%	
Coffeemaker	-23.3%	0.4%	topics: Coffee;Smeg;Technivorm;Hot plate queries: coffee maker; commercial coffee makers

4. Google Trends Industries USA - 2W Delta (2022-02-07, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cookware and Bakeware	-31.9%	0.0%	topics: topics: Frying pan;HomeGoods;Tools Of The Trade; SCANPANqueries: cookware queries: queries: cookware

5. Website Traffic - 2W Delta (2022-02-05, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
402	BRF SA	2.060000	469%	159%
535	Whitbread PLC	4.143769	250%	65%
353	Ambev SA	1.295714	315%	53%
456	Hankook Tire Co Ltd	1.242583	94%	50%
312	easyJet plc	14.791923	97%	35%
862	Agilent Technologies Inc	4.673384	40%	33%
632	PerkinElmer Inc	1.071692	-23%	19%
866	BlackRock Inc	15.627769	49%	15%
548	Chevron Corp	2.017692	-17%	15%
347	Renault SA	3.903076	-26%	14%
9	3D Systems Corp	1.139000	-21%	13%
352	Ferrari NV	5.341538	33%	13%
99	Europcar Groupe SA	1.443000	39%	12%
647	Halliburton Co	1.861923	-5%	12%
691	Northrop Grumman Corp	2.325692	0%	11%
138	Hibbett Sports Inc	7.832461	4%	10%
50	Callaway Golf Co	2.768000	13%	10%
719	Southern Co	7.648384	36%	10%
699	Parker-Hannifin Corp	2.780230	-1%	10%
380	Tesco PLC	18.011153	-17%	9%
906	Western Digital Corp	12.931923	0%	9%
630	Eaton Corporation PLC	5.537769	15%	9%
491	Kesko Oyj	6.674230	31%	8%
258	TomTom NV	6.005923	4%	8%
728	Thermo Fisher Scientific Inc	11.815769	-17%	8%
891	TE Connectivity Ltd	3.031153	7%	8%
844	ANSYS Inc	3.239000	-6%	7%
212	Prada SpA	49.620846	67%	7%
195	Ocado Group PLC	3.316230	-41%	7%
222	Royal Caribbean Cruises Ltd	14.316000	239%	7%
75	DaVita Inc	1.483461	-6%	7%
3	NCSOFT Corp	11.035666	0%	7%
743	Xerox Corp	6.401230	-2%	7%
431	Eva Airways Corp	2.410615	1%	6%
257	Tobii AB	1.160307	-28%	6%

5. Website Traffic - 2W Delta (2022-02-05, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
538	Fujifilm Holdings Corp	11.154461	56%	6%
215	PVH Corp	26.495692	-13%	6%
14	Adidas AG	17.010000	-11%	6%
506	TUI AG	3.303846	66%	6%
175	McDonald's Corp	20.679846	6%	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	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 (2022-02-07 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
93	El Pollo Loco Holdings Inc		30.3%	608.5%	59.3%
143	Hugo Boss AG	instagram.com/p/CZj7qECobdM instagram.com/p/CZl9l07ljZd instagram.com/p/CZjYwtvooMr	7.6%	514.9%	25.1%
30	Basic Fit NV		19.1%	275.6%	25.1%
141	Howden Joinery Group PLC		51.2%	484.9%	24.9%
161	Kering SA	instagram.com/p/CZaT2DuFwcY instagram.com/p/CZlNQbwagsu4 instagram.com/p/CZb4ZznoLZI	9.6%	174.9%	22.2%
88	Duluth Holdings Inc		45.0%	113.3%	21.8%
5	Puma SE	instagram.com/p/CZkd2TuKoSv instagram.com/p/CZaT2DuFwcY instagram.com/p/CZlNQbwagsu4	5.1%	120.2%	18.1%
70	Costco Wholesale Corp	instagram.com/p/CYxlKwXhjH6 instagram.com/p/CZC6SAoPYz0	25.5%	253.6%	14.0%
22	Aritzia Inc	instagram.com/p/CZC4lIfpGOep instagram.com/p/CZPb205pKzP instagram.com/p/CY9acNipe8A	16.3%	182.3%	12.4%
128	Habit Restaurants Inc		6.1%	141.3%	11.3%
34	Bloomin' Brands Inc	instagram.com/p/CYU3eprL138	5.0%	148.7%	10.1%
51	Camping World Holdings Inc		35.1%	280.8%	9.8%
2	Mattel Inc	instagram.com/p/CYjsO8wKLi1 instagram.com/p/CZAEuE5oPrv instagram.com/p/CY4JyamIFoA	12.6%	140.7%	8.5%
125	Greggs PLC		24.7%	155.6%	8.4%
94	Entertainment One Ltd	instagram.com/p/CZNSOnBuWlv instagram.com/p/CZcUdLiOX6z instagram.com/p/CY_9a4elpVp	9.3%	135.3%	7.3%
102	Express Inc	instagram.com/p/CZcnujWs6cb instagram.com/p/CZnClp1OWEn	7.9%	104.6%	5.7%
85	Dollar General Corp		20.8%	118.7%	5.3%
43	Buckle Inc		1.8%	163.9%	3.7%
157	J.Jill Inc		13.7%	125.7%	3.5%

8. Instagram - 2W Delta (2022-02-07 Growth YoY) (Part 2)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
38	Boohoo.Com PLC	instagram.com/p/CZmEoL-l6cN instagram.com/p/	51.3%	209.5%	3.3%

9. AppStore USA - 2W Delta (2022-02-05, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
859	Alphabet Inc	YouTube: Watch, Listen, Stream; Gmail - Email by Google; Google Maps	14	2.4%	11.1%
929	Facebook Inc	Instagram; WhatsApp Messenger	9	-3.0%	11.0%
1477	Twitter Inc	Twitter	27	4.7%	9.7%
98	Etsy Inc	Etsy: Custom & Creative Goods	89	24.3%	7.8%
574	Microsoft Corp	Microsoft Outlook; Xbox; Microsoft Teams	187	-5.8%	5.6%
547	JPMorgan Chase & Co	Chase Mobile®: Bank & Invest	112	8.5%	5.3%
812	Capital One Financial Corp	Capital One Mobile	123	14.3%	5.1%
478	American Express Co	Amex	245	-0.9%	5.0%
893	Discover Financial Services	Discover Mobile	237	-3.0%	4.7%
206	PayPal Holdings Inc	PayPal - Send, Shop, Manage; Venmo; Honey: Coupons & Cash Back	154	-7.4%	4.2%
175	McDonald's Corp	McDonald's; McDonald's Offers and Delivery; McDonald's - Non-US	214	-2.1%	3.7%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Vudu - Movies & TV; Walmart InHome Delivery	197	2.4%	3.6%
885	Regions Financial Corp	Regions Mobile	302	-3.7%	3.3%
798	Allstate Corp	Allstate® Mobile	263	-5.2%	3.3%

10. AppStore Publishers USA - 2W Delta (2022-02-05, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
551	Walt Disney Co	Disney+	22	13.5%	13.5%
	Photomath, Inc.	Photomath	152	-11.9%	7.4%
	Cross Forward Consulting, LLC	Widgetsmith	138	-23.5%	6.6%
	Duolingo	Duolingo - Language Lessons	116	23.1%	4.3%
	Indeed Inc.	Indeed Job Search	159	8.1%	3.9%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	148	-25.0%	3.9%
	Shazam Entertainment Ltd.	Shazam: Music Discovery	115	14.4%	3.7%
812	Capital One Financial Corp	Capital One Mobile	123	10.8%	3.1%

11. Online Retail Amazon - 2W Delta (2022-02-07, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
6	Guess? Inc	434	376.9%	71.1%
240	Steven Madden Ltd	489	144.5%	22.5%
5	Puma SE	1194	56.7%	19.9%
520	Glanbia PLC	4062	124.0%	14.2%
567	Procter & Gamble Co	768	60.0%	10.9%
20	Apple Inc	530	114.6%	10.1%
127	SEB SA	2462	33.9%	8.8%
180	Midea Group Co Ltd	536	14.8%	7.6%
505	Activision Blizzard Inc	1188	-5.0%	7.1%
426	Seiko Epson Corp	1422	26.4%	6.5%
283	Whirlpool Corp	2879	2.8%	4.8%
171	Luxottica Group SpA	2477	22.1%	3.5%

12. Online Retail Walmart - 2W Delta (2022-01-03, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
663	Kimberly-Clark Corp	1055	107.3%	20.7%
477	Panasonic Corp	796	26.6%	12.3%
215	PVH Corp	5179	36.6%	11.4%
567	Procter & Gamble Co	1205	36.5%	9.0%
425	Canon Inc	2329	2.3%	6.4%

13. Online Retail Bestbuy - 2W Delta (2022-02-07, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
721	Stanley Black & Decker Inc	374	189.9%	14.2%
537	Acer Inc	471	9.5%	12.5%
502	Ubisoft Entertainment SA	1223	9.8%	4.3%
541	HP Inc	4283	-3.9%	3.3%

14. Job Listings - 2W Delta (2022-02-07, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
898	Albemarle Corp	486	100.0%	97%
692	Wells Fargo & Co	6454	71.7%	78%
168	LPP SA	362	100.0%	74%
803	Incyte Corp	164	36.4%	66%
1034	Fresenius SE & Co KGaA	231	-16.8%	65%
183	Monro Inc	1566	100.0%	63%
1096	Ucb SA	373	67.1%	63%
939	Envision Healthcare Corp	282	34.2%	61%
1176	TechnipFMC PLC	158	2.6%	60%
878	FMC Technologies	158	2.2%	60%
539	Konica Minolta Inc	916	50.4%	54%
727	Textron Inc	1345	79.6%	53%
146	Industria de Diseno Textil SA	369	100.0%	51%
778	KeyCorp	860	63.3%	48%
1122	Publicis Groupe SA	635	83.2%	47%
347	Renault SA	724	98.4%	46%
1001	BHP Group PLC	203	52.1%	46%
876	Xcel Energy Inc	195	42.9%	42%
1411	Valmet Oyj	244	23.5%	39%
150	Align Technology Inc	834	92.4%	39%
207	Pets at Home Group PLC	431	91.7%	38%
1391	K&S AG	130	15.4%	36%
368	Paysafe Group Ltd	165	2.2%	35%
464	Fiat Chrysler Automobiles NV	264	-36.7%	33%
1460	Flsmidth & Co A/S	321	100.0%	32%
694	Occidental Petroleum Corp	173	36.2%	32%
536	Monster Beverage Corp	361	50.5%	31%
709	Public Service Enterprise Grou	164	55.0%	30%
258	TomTom NV	158	13.8%	30%
922	Nielsen Holdings PLC	729	74.6%	29%

15. Employee Company Ratings - 2W Delta (2022-02-07, 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	2201	15.9%	0.2%	17.2%	1.6%	Management
1255	Fraport AG Frankfurt Airport S	208	0.6%	1.8%	0.9%	8.8%	CEO Rating
30	Basic Fit NV	395	0.9%	8.0%	-0.9%	2.6%	Outlook
1193	Atos SE	11783	-0.6%	0.0%	0.0%	7.0%	CEO Rating
273	Vestel Elektronik Sanayi ve Ti	238	-0.8%	-0.4%	1.2%	7.0%	CEO Rating
182	Moncler SpA	208	-0.7%	6.8%	-1.8%	-0.8%	Outlook
1169	Uniper SE	201	6.7%		3.7%		Rating
901	GGP Inc	647	0.2%	1.6%	0.2%	6.2%	CEO Rating
704	Pinnacle West Capital Corp	232	0.1%	5.6%	0.2%		Outlook
1526	W R Berkley Corp	222	0.4%	5.4%	1.4%	0.8%	Outlook
1540	NVR Inc	675	0.8%	2.6%	1.6%	5.4%	CEO Rating
712	SCANA Corp	269	0.5%	5.2%	2.0%		Outlook
82	Dillard's Inc	14824	5.0%	0.6%	5.2%	-0.8%	Management