

# **ASTUTEX TRENDSPOTTING**

**March 21, 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
TPG	Telephone service company	409.59	33.73	queries: irs customer service
NBC	Television broadcasting company	30.77	9.34	topics: Endgame; Dating game show queries: cnn live strea; live news stream;live stream ukraine
W. Grainger	Company	15.49	2.71	topics: Hard hat;Electrical connector
ID.me	Company	21.85	2.51	topics: Discounts and allowances queries; irs customer service
DraftKings	Sports betting company	-2.05	1.59	topics: Sports betting
Hopper	Company	150.00	-1.84	topics: Baggage allowance
FanDuel	Company	8.23	-2.97	topics: Calvin Ridley;Sports betting
Avelo Airlines	Airline	2800.00	-590.91	topics: Airline; Breeze Airways queries: breeze; breeze airways

## 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	2022-03-21	49%	49%
92	Elior Group SA	2022-03-21	7%	16%
554	Exxon Mobil Corp	2022-03-21	16%	14%
452	Synopsys Inc	2022-03-21	24%	13%
899	Transocean Ltd	2022-03-21	-16%	12%
555	Phillips 66	2022-03-21	9%	11%
591	Archer Daniels Midland Co	2022-03-21	39%	11%
430	Turk Hava Yollari AO	2022-03-21	78%	6%
293	Wyndham Worldwide Corp	2022-03-21	30%	-4%

### 3. Google Trends Industries World - 2W Delta (2022-03-21, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Unmanned aerial vehicle	0.0%	6.2%	topics: DJI;Camera;Tupolev Tu-141;Zagreb; America's Got Talent queries: drone;drone croatia;zagreb; switchblade drone
News	6.7%	5.3%	topics: Ukraine;Ukrainian language;Ukrainians;Mayim Bialik; Sky News queries: news;mayim bialik news;scott hall news; freddie freeman news
Airline ticket	34.6%	5.0%	topics: Ticket;Airplane queries: uçak bileti;tickets;plane; how much is a plane ticket to ukraine; are airline tickets going up;plane ticket to poland
Suitcase	33.6%	5.0%	topics: Baggage;Travel;Hand luggage;Model queries: suitcase; russian model suitcase;russian model found in suitcase; model found dead in suitcase
Hand luggage	142.9%	4.0%	topics: Baggage;Size;Bag queries: carry on
Airport	59.2%	3.6%	topics: Flight;Car rental; International airport queries: airport;hostomel airport; antonov airport;ukraine airport
Lipstick	112.3%	3.4%	topics: Estée Lauder;Color queries: lipstick; universal black lipstick
Ferry	28.7%	3.1%	topics: Island queries: ferry; ferry on my wayward bob and linda;algiers ferry schedule; port a ferry wait
Gift Card	7.0%	3.0%	topics: Gift queries: gift card
Gift Cards	7.0%	3.0%	topics: Gift queries: gift card
Air Conditioner	11.1%	2.7%	topics: Air conditioning queries: air conditioner

### 3. Google Trends Industries World - 2W Delta (2022-03-21, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Stock market	-3.2%	2.3%	topics: topics: Market;Stock;Russian ruble;Ruble; Economy of Russiaqueries: stock market;stock;market; usd to ruble;russian ruble to usd; russian economy queries: queries: stock market; russian economy
Retirement home	-7.0%	2.2%	topics: Retirement;Home;Blacklight;General fraternity; Murder mystery game queries: senior housing; maison de retraite;retirement home;blacklight;compagnons; zǎi zǎi zǎi zǎi
Sony PlayStation	-26.8%	2.1%	topics: PlayStation 5;Sony PlayStation 5 queries: playstation; ghost of tsushima legends; playstation state of play march 2022;ps now march 2022
Freight transport	-1.2%	2.1%	topics: Ship;United States Postal Service; United Parcel Service queries: shipping; overnight shipping option crossword
Gym	20.8%	2.1%	topics: Fitness center;Physical fitness;Home Gym; Women-only space queries: gym;go gym trainer flying; woman dies in gym;mother crushed to death in gym
Xbox	-20.1%	2.0%	topics: Xbox One;Xbox Series X and Series S queries: xbox; can i play elden ring on xbox one; how much is elden ring on xbox;elden ring xbox
Doll	-6.7%	2.0%	topics: Infant;American Girl;Barbie;Ranni queries: doll;dolls; ranni doll;ranni questline; how did shakira from dancing dolls passed away
Playstation 4	-28.2%	1.8%	topics: Sony PlayStation 4 queries: ps4; elden ring ps4 performance reddit;elden ring ps4 price; elden ring ps4
Personal care	17.5%	1.7%	topics: Bag;Toiletry bag;Plastic bag; Elderly care queries: toiletry;toilettries
Heating, ventilation, and air	10.8%	1.7%	topics: Air conditioning queries: hvac; hvac financing bad credit;hvac companies with financing
Heating Ventilation and AC	10.8%	1.7%	topics: Air conditioning queries: hvac; hvac financing bad credit;hvac companies with financing

### 3. Google Trends Industries World - 2W Delta (2022-03-21, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cruise	88.0%	1.7%	topics: Cruise ship;Ship;Ship grounding; Norwegian Skyqueries: cruise ship;cruise; large cruise ship waves;how many doors are on a cruise ship; cruise ship runs aground queries: queries: cruise ship; cruise ship runs aground
Video camera	-11.2%	1.5%	topics: Camera;Video;TSE:DXG; Arizona Department of Transportation queries: camera; video camera;dxg slim 580v-hd camcorder;adot traffic cameras; sony minidv camcorder
Mobile games	-9.6%	1.5%	topics: Mobile phone;Game;Tourist attraction;Tourism; Endless Running queries: mobile games; endless runner mobile game crossword; endless runner mobile game crossword clue; shoot em up mobile game by nokia

#### 4. Google Trends Industries USA - 2W Delta (2022-03-21, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
News	2.8%	6.8%	topics: Ukraine;Ukrainian language;Ukrainians;Mayim Bialik; Sky News queries: news;mayim bialik news;scott hall news; freddie freeman news
Snow boot	1.7%	6.3%	topics: Boot;Snow;Sports Basement;Iceland queries: snow boots; winter boots
Unmanned aerial vehicle	-4.3%	6.2%	topics: DJI;Camera;Tupolev Tu-141;Zagreb; America's Got Talent queries: drone;drone croatia;zagreb; switchblade drone
Robotics	15.4%	4.9%	topics: Robot;Duluth;World championship; World Athletics Championships Oregon22 queries: robotics; 2018 robotik kodlama dūnya birincisi;■■ ■■■■ ■■■■
Coffeemaker	0.2%	4.6%	topics: Coffee queries: coffee maker;coffee; mixpresso coffee maker
Robotic Vacuum Cleaner	-2.1%	4.5%	topics: Robot;Vacuum cleaner;Aiper Smart;DEIK; Dreame queries: robot vacuum
Online shopping	-5.0%	3.9%	topics: Shopping queries: shopping;online shopping; sheen.com online shopping;menards.com online shopping; magento webshop
Digital camera	-6.3%	3.8%	topics: Camera;Samsung DV150F;Hasselblad queries: camera; digital camera;digicam samsung;digicam samsung dv150f
Board game	-7.5%	3.8%	topics: Game;Dead by Daylight queries: board;game board; board game;symbol on a scrabble board; dead by daylight board game; symbol on a scrabble board crossword
Enterprise Resource Planning	20.8%	3.6%	topics: System;Software;Web hosting service;IQMS queries: erp
Magazine	-9.5%	3.6%	topics: People queries: magazine;niecy nash essence magazine; cruz beckham magazine cover;cruz beckham id magazine

#### 4. Google Trends Industries USA - 2W Delta (2022-03-21, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Gift Card	8.5%	3.5%	topics: topics: Giftqueries: gift card queries: queries: gif
Gift Cards	8.5%	3.5%	topics: Gift queries: gift card
Sony PlayStation	-31.8%	3.4%	topics: PlayStation 5;Sony PlayStation 5 queries: playstation; ghost of tsushima legends; playstation state of play march 2022;ps now march 2022
Skin care	-7.9%	3.3%	topics: Skin queries: skin care;skincare;outset skincare; the outset skincare;biovana skincare
Career	14.6%	3.2%	topics: Job queries: careers
Business	-10.3%	3.1%	topics: Software;Enterprise software; Management queries: empresa;empresas
Stock market	-16.1%	3.0%	topics: Market;Stock;Russian ruble;Ruble; Economy of Russia queries: stock market;stock;market; usd to ruble;russian ruble to usd;russian economy
Workflow	27.3%	3.0%	topics: Management;Workflow management system;Amazon S3 Problem management;Map queries: workflow
E-commerce	4.4%	3.0%	topics: Trade queries: ecommerce
Freight transport	-5.8%	3.0%	topics: Ship;United States Postal Service; United Parcel Service queries: shipping; overnight shipping option crossword
Marketing	11.7%	2.9%	topics: Digital marketing queries: marketing; warn a corporate department that works with marketing crossw; online marketing technique crossword; internet marketing bizleads virtual summit

#### 4. Google Trends Industries USA - 2W Delta (2022-03-21, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Customer Relationship management	0.9%	2.9%	topics: topics: Management;Project;Project management; Business loanqueries: crm; san francisco personal injury attorney dolan law; san francisco personal injury lawyer dolan law; car accident lawyer san francisco dolan law queries: queries; car accident lawyer san francisco dolan law
Computer security	12.7%	2.8%	topics: Security queries: security;cyber security; debi kurnia cybersecurity;us cybersecurity agency; apple security breach
Doll	-8.7%	2.7%	topics: Infant;American Girl;Barbie;Ranni queries: doll;dolls; ranni doll;ranni questline; how did shakira from dancing dolls passed away

## 5. Website Traffic - 2W Delta (2022-03-19, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
402	BRF SA	2.570500	1,507%	1,074%
441	Bandai Namco Holdings Inc	3.584076	63%	74%
440	NetEase Inc	3984.123153	355%	68%
42	Brunello Cucinelli SpA	4.309153	176%	58%
506	TUI AG	5.355923	141%	57%
324	Vipshop Holdings Ltd	24.226230	78%	56%
198	On The Beach Group PLC	1.527769	186%	55%
201	OVS SpA	2.037363	191%	45%
456	Hankook Tire Co Ltd	1.339250	211%	41%
289	Wizz Air Holdings PLC	13.735923	191%	40%
314	Ryanair Holdings PLC	36.587307	84%	32%
298	Tokmanni Group Oyj	4.408076	143%	28%
444	Bpost SA	3.230307	34%	24%
431	Eva Airways Corp	3.188307	56%	22%
208	Piaggio & C SpA	2.099076	5%	20%
536	Monster Beverage Corp	1.686538	27%	18%
317	Singapore Airlines Ltd	18.693769	246%	16%
717	Snap-On Inc	2.078615	38%	14%
955	Take Two Interactive	36.290384	-9%	14%
350	Mitsubishi Motors Corp	1.853692	24%	12%
336	Micro Focus International PLC	8.118538	13%	12%
67	Columbia Sportswear Co	11.554461	28%	11%
468	Asahi Group Holdings Ltd	2.668923	-28%	11%
749	McCormick & Company Inc	2.350615	-17%	10%
316	Korean Air Lines Co Ltd	6.024076	24%	9%
731	Johnson Controls International	2.161615	-24%	8%
118	Geox SpA	2.315846	6%	8%
635	Entergy Corp	1.112000	-24%	7%
196	Oriental Land Co Ltd	4.722076	-22%	7%
515	Bajaj Auto Ltd	2.801692	-8%	7%
406	Kerry Group PLC	1.144923	-18%	6%
372	Pernod Ricard SA	1.655769	3%	6%
82	Dillard's Inc	15.300230	17%	5%
400	Hero MotoCorp Ltd	2.902153	-20%	5%
756	Cardinal Health Inc	2.499461	16%	5%

## 5. Website Traffic - 2W Delta (2022-03-19, 13weeks YoY) (Part 2)

<b>AstutexID</b>	<b>Company Name</b>	<b>Average 13W Unique Visitors</b>	<b>Traffic 13W Growth YoY</b>	<b>2W Change (13W YoY)</b>
458	Volkswagen AG	16.216384	3%	5%
487	Raia Drogasil SA	1.975461	34%	5%
290	Wolverine World Wide Inc	4.583076	28%	5%
417	Unilever PLC	11.063076	16%	5%

## 6. Wikipedia - 2W Delta (2022-03-21, 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	6981	418.8%	29.1%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	6037	42.6%	25.4%
666	Oracle Corp	en.wikipedia.org/wiki/Larry_Ellison	8181	6.4%	16.4%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	4071	94.5%	16.2%
441	Bandai Namco Holdings Inc	en.wikipedia.org/wiki/Bandai_Namco_Entertainment	3215	41.6%	14.9%
859	Alphabet Inc	en.wikipedia.org/wiki/Google	187372	55.2%	13.8%
545	Boeing Co	en.wikipedia.org/wiki/Terminal_High_Altitude_Area_Defense	13146	37.2%	12.6%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	2787	29.1%	11.5%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	3560	11.0%	11.4%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_murder	2603	-11.4%	10.6%
478	American Express Co	en.wikipedia.org/wiki/Centurion_Card	3749	15.1%	10.4%
578	Honeywell International Inc	en.wikipedia.org/wiki/Terminal_High_Altitude_Area_Defense	4657	17.9%	10.3%
372	Pernod Ricard SA	en.wikipedia.org/wiki/Stolichnaya	11333	0.3%	9.1%
236	Sports Direct International PL	en.wikipedia.org/wiki/Frasers_Group	2495	-1.7%	9.0%
965	BP PLC	en.wikipedia.org/wiki/BP	2630	-8.5%	8.7%
851	eBay Inc	en.wikipedia.org/wiki/EBay	17120	11.2%	8.5%
548	Chevron Corp	en.wikipedia.org/wiki/Chevron_Corporation	2503	8.9%	7.9%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2940	-16.0%	7.1%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	3606	72.2%	7.0%
519	Nestle SA	en.wikipedia.org/wiki/Nestl%C3%A9	4774	-9.6%	6.6%
997	Electricite de France SA	en.wikipedia.org/wiki/South_Stream	2509	33.4%	6.5%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/Kelly_Loeffler	6439	-74.5%	5.8%
1054	Thales SA	en.wikipedia.org/wiki/Thales_Group	2291	14.0%	5.8%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Anthony_Joshua_vs._Kubrat_Pulev	12393	-6.0%	5.3%
506	TUI AG	en.wikipedia.org/wiki/TUI_Group	2372	28.7%	5.3%
887	Expedia Inc	en.wikipedia.org/wiki/Expedia_Group	3165	33.6%	5.1%

## 7. Wikipedia Pages- 2W Delta (2022-03-19, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
372	Pernod Ricard SA	en.wikipedia.org/wiki/Stolichnaya	23260	554%	215%
		en.wikipedia.org/wiki/Theranos	192759	372%	100%
934	News Corp	en.wikipedia.org/wiki/Biden%E2%80%93Ukraine_conspiracy_theory	43842	183%	97%
851	eBay Inc	en.wikipedia.org/wiki/EBay	36499	99%	80%
		en.wikipedia.org/wiki/FromSoftware	73359	207%	69%
		en.wikipedia.org/wiki/Smirnoff	27576	204%	69%
		en.wikipedia.org/wiki/Shen_Yun	16292	259%	51%
1169	Uniper SE	en.wikipedia.org/wiki/Nord_Stream	24350	852%	44%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Sekiro:_Shadows_Die_Twice	31186	63%	38%
		en.wikipedia.org/wiki/The_Vanguard_Group	35391	54%	31%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	58943	54%	30%
441	Bandai Namco Holdings Inc	en.wikipedia.org/wiki/Bandai_Namco_Entertainment	14990	101%	28%
		en.wikipedia.org/wiki/Halston	17244	301%	27%
2	Mattel Inc	en.wikipedia.org/wiki/Mattel	56508	470%	26%
		en.wikipedia.org/wiki/Airbnb	30158	46%	24%
666	Oracle Corp	en.wikipedia.org/wiki/Larry_Ellison	48528	5%	24%
		en.wikipedia.org/wiki/Revolut	23398	116%	22%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	24176	26%	18%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	20248	113%	17%
366	Visa Inc	en.wikipedia.org/wiki/Visa_Inc.	10363	38%	15%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	13998	132%	15%
666	Oracle Corp	en.wikipedia.org/wiki/Oracle_Corporation	31172	9%	13%
		en.wikipedia.org/wiki/Forever_Living_Products	13087	114%	13%
		en.wikipedia.org/wiki/Assassin's_Creed_Valhalla	26538	-47%	11%
		en.wikipedia.org/wiki/Subway_(restaurant)	16705	27%	11%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Modern_Warfare_(2019_video_game)	20351	-9%	10%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	26584	29%	10%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Modern_Warfare_2	13363	8%	8%
545	Boeing Co	en.wikipedia.org/wiki/Boeing	25799	81%	8%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_Maps	129059	130%	8%

## 7. Wikipedia Pages- 2W Delta (2022-03-19, 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>	13943	41%	8%
424	Samsung Electronics Co Ltd	<a href="https://en.wikipedia.org/wiki/Samsung_Electronics">en.wikipedia.org/wiki/Samsung_Electronics</a>	17429	17%	7%
484	Diageo PLC	<a href="https://en.wikipedia.org/wiki/Diageo">en.wikipedia.org/wiki/Diageo</a>	16318	14%	6%
859	Alphabet Inc	<a href="https://en.wikipedia.org/wiki/Google_Search">en.wikipedia.org/wiki/Google_Search</a>	17149	18%	5%

## 8. Instagram - 2W Delta (2022-03-21 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
154	Jack in the Box Inc	instagram.com/p/CapqThQpLEw instagram.com/p/CbGtKE0pCRD instagram.com/p/Cak8ekGDM2Z	13.5%	672.5%	157.9%
91	Electrolux AB		19.2%	460.7%	113.9%
103	Fast Retailing Co Ltd	instagram.com/p/CbNENmuPYbt instagram.com/p/Cay4PirPX2d instagram.com/p/CbNSonhLCGO	8.4%	230.0%	72.9%
225	Samsonite International S A	instagram.com/p/Ca2GwNHDJk6	25.6%	596.9%	54.6%
388	Pick N Pay Stores Ltd		5.4%	295.1%	50.7%
262	Trivago NV		15.7%	151.4%	44.3%
381	Seven & i Holdings Co Ltd	instagram.com/p/CassbATIW8Z instagram.com/p/CbOOMqfFePE instagram.com/p/Ca-sI7RJrNF	46.8%	524.9%	40.3%
418	Shiseido Co Ltd	instagram.com/p/CbPuvquAeN4 instagram.com/p/Ca-SAf4OidI instagram.com/p/CbKJT_lgCOD	5.2%	156.9%	38.5%
480	Mastercard Inc		11.1%	414.3%	36.6%
71	Crocs Inc	instagram.com/p/CbAZIV4FAf instagram.com/p/Ca8Kp5HIH19 instagram.com/p/CbNZWKXlj1j	28.3%	193.8%	35.9%
188	Newell Brands Inc		18.7%	197.6%	35.3%
487	Raia Drogasil SA	instagram.com/p/CaX9aunlXvl	43.0%	337.8%	32.2%
230	SRP Groupe SA		44.4%	1,211.0%	31.1%
533	Pola Orbis Holdings Inc		14.7%	113.6%	30.8%
334	SAP SE		19.2%	308.1%	30.0%
949	Dick's Sporting Goods		12.8%	177.0%	28.6%
537	Acer Inc		2.8%	200.5%	28.1%
478	American Express Co	instagram.com/p/CY9HO3vM8O7	11.4%	454.0%	27.4%
525	Campbell Soup Co		9.3%	259.8%	26.7%
240	Steven Madden Ltd	instagram.com/p/CbNadX-O936 instagram.com/p/CbSw2k3ukQM instagram.com/p/CbP-T6wOkj	6.4%	115.0%	26.6%
125	Greggs PLC		27.3%	447.9%	23.7%

## 8. Instagram - 2W Delta (2022-03-21 Growth YoY) (Part 2)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
407	Kikkoman Corp		38.2%	127.0%	21.0%
115	Gap Inc	instagram.com/p/CbEMe-IAUNK instagram.com/p/Ca7sKPDJlIS instagram.com/p/CaUpUxrLH1a	3.0%	113.9%	20.4%
23	Ascena Retail Group Inc		6.5%	235.6%	19.4%
390	Nintendo Co Ltd	instagram.com/p/CZ110iqhf8c instagram.com/p/CblqsFhvF4g instagram.com/p/Ca-o5GmPPY8	5.1%	151.1%	17.6%
432	American Airlines Group Inc	instagram.com/p/CaSptv4Ff9F instagram.com/p/CbQEiP0LMJP instagram.com/p/CbLov97LWO6	5.3%	371.3%	16.4%
264	Techtronic Industries Co Ltd	instagram.com/p/Ca0fzc7BCKE instagram.com/p/Ca3EI3VOR49 instagram.com/p/Ca-y-5JgoUT	15.4%	191.7%	15.9%
454	Compagnie Generale des Et ablissements Michelin SCA	instagram.com/p/CZ1owGNrDYC	17.5%	156.9%	15.0%
310	Deutsche Lufthansa AG	instagram.com/p/CaP08EeKG4F instagram.com/p/CbHq5sBKpXh instagram.com/p/Ca2NOIVNHIV	0.6%	104.3%	12.8%
316	Korean Air Lines Co Ltd		3.9%	189.2%	12.5%
229	Shake Shack Inc	instagram.com/p/Capc-TYOW6N instagram.com/p/Ca4_4HauenN instagram.com/p/CbFrR94BTli	8.7%	150.5%	12.1%
458	Volkswagen AG	instagram.com/p/CZ9HihUKr0V instagram.com/p/CaEunSvNR9- instagram.com/p/CaXh849K8jM	5.6%	111.2%	10.6%
393	Minor International PCL		5.1%	107.4%	9.2%
168	LPP SA	instagram.com/p/CaRalnmKwj instagram.com/p/CaO12mjQryD	30.0%	142.9%	8.3%
203	Pandora A/S	instagram.com/p/CbCVqeKDzhl instagram.com/p/CbM4MvzsDKX instagram.com/p/CbDJb5hserF	3.6%	118.0%	8.1%
292	World Wrestling Entertain ment Inc	instagram.com/p/CbTdcYNJL1_ instagram.com/p/CbTEvN3s9aB instagram.com/p/CbSiZybM8rS	11.8%	177.6%	8.0%
343	Yokohama Rubber Co Ltd		10.7%	100.2%	7.9%
423	PepsiCo Inc	instagram.com/p/CaUodsOuOdU instagram.com/p/CaIWQuyOcb instagram.com/p/CZ7-umMgWYX	2.2%	141.5%	6.3%
397	Aeon Co Ltd		13.8%	109.2%	6.0%

## 8. Instagram - 2W Delta (2022-03-21 Growth YoY) (Part 3)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
408	Nissin Foods Holdings Co Ltd	instagram.com/p/CZS-NspNv-w	7.7%	142.8%	5.2%
277	Vista Outdoor Inc		5.0%	131.6%	4.7%
212	Prada SpA	instagram.com/p/CbF4LDWscC3 instagram.com/p/CbRQj_ajmPL instagram.com/p/CbT1Og6jcmQ	11.1%	208.4%	4.7%
70	Costco Wholesale Corp	instagram.com/p/Ca8AfwJjAxT instagram.com/p/CbLBGvYjRn8 instagram.com/p/CbFxWr9OeET	25.1%	153.8%	4.6%
85	Dollar General Corp		22.0%	115.8%	4.1%
232	Signet Jewelers Ltd		9.8%	120.1%	3.8%
131	Harley-Davidson Inc	instagram.com/p/CaOFADWJK_g instagram.com/p/CbQgxVcphAV instagram.com/p/CaS7L01JBKS	3.7%	100.5%	3.7%
34	Bloomin' Brands Inc		4.7%	182.9%	3.6%
206	PayPal Holdings Inc		35.1%	123.4%	3.5%
535	Whitbread PLC	instagram.com/p/CblqwoQqAHo	6.9%	108.8%	3.4%
451	Autodesk Inc		5.2%	123.6%	3.4%
124	Gree Electric Appliances Inc of Zhuhai		31.7%	114.9%	3.3%
244	Tailored Brands Inc		11.7%	107.3%	3.0%

9. AppStore USA - 2W Delta (2022-03-19, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
305	Restaurant Brands International Inc	Tim Hortons	295	3.5%	2.1%
55	Carnival Corp	Carnival HUB	251	37.3%	1.1%
267	Ulta Beauty Inc	Ulta Beauty: Makeup & Skincare	232	1.2%	0.9%

10. AppStore Publishers USA - 2W Delta (2022-03-19, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Toca Boca AB	Toca Life World: Build stories	141	22.8%	26.2%
	AIBY	Themify: Icon Themes & Widgets; Fonts Art: Keyboard Font Maker	86	46.2%	14.5%
	Hopper	Hopper: Flights, Hotels & Cars	88	20.2%	7.9%
	Indeed Inc.	Indeed Job Search	135	16.6%	6.2%
	Poshmark, Inc.	Poshmark: Buy & Sell Fashion	105	2.0%	5.7%
	Airbnb, Inc.	Airbnb	120	5.5%	5.5%
	FLO HEALTH, INC.	Flo Period & Ovulation Tracker	163	7.6%	5.3%
551	Walt Disney Co	Disney+; ESPN Tournament Challenge; ESPN: Live Sports & Scores	20	6.7%	5.0%
	Peacock TV LLC	Peacock TV: Stream TV & Movies	47	38.8%	5.0%
887	Expedia Inc	Vrbo Vacation Rentals; Expedia: Hotels, Flights & Car	110	13.3%	4.7%
	Duolingo	Duolingo - Language Lessons	102	33.2%	4.7%
	Cross Forward Consulting, LLC	Widgetsmith	147	-12.1%	4.5%

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

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
567	Procter & Gamble Co	897	104.3%	11.7%
1474	Caleres, Inc.	337	-19.6%	8.3%
907	Church & Dwight Co Inc	305	5.9%	7.9%
538	Fujifilm Holdings Corp	835	11.2%	7.9%
20	Apple Inc	677	71.4%	7.3%
171	Luxottica Group SpA	1752	37.4%	6.9%
277	Vista Outdoor Inc	1383	-6.2%	6.8%
189	Nike Inc	1269	-28.7%	6.2%
903	Seagate Technology PLC	770	-19.6%	6.1%
149	Intuit Inc	491	-30.0%	5.8%
520	Glanbia PLC	3893	126.2%	5.6%
955	Take Two Interactive	1467	5.2%	4.9%
130	HanesBrands Inc	9137	-15.2%	3.6%
290	Wolverine World Wide Inc	2327	-8.9%	3.5%

**12. Online Retail Walmart - 2W Delta (2022-01-03, 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>
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 (2022-03-21, 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>
502	Ubisoft Entertainment SA	1061	16.9%	13.0%
116	Garmin Ltd	1123	-22.6%	6.1%
152	iRobot Corp	819	-15.8%	4.8%
537	Acer Inc	521	39.7%	3.2%

**14. Job Listings - 2W Delta (2022-03-21, 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>
1004	Relx PLC	1938	100.0%	93%
1089	Partners Group Holding AG	239	77.3%	74%
971	Linde PLC	1341	100.0%	70%
1278	Iliad SA	359	22.3%	68%
444	Bpost SA	309	82.0%	68%
793	Chubb Ltd	1492	100.0%	65%
1401	Georg Fischer AG	223	72.9%	63%
1375	Imerys SA	285	78.6%	61%
291	Workiva Inc	604	20.3%	60%
347	Renault SA	592	100.0%	60%
918	Crown Castle International Cor	266	90.2%	59%
1406	IMI PLC	143	30.7%	59%
1246	AB SKF	308	97.7%	55%
1281	Pirelli & C SpA	225	100.0%	54%
952	B2W	573	100.0%	52%
1029	Orsted A/S	233	100.0%	52%
1411	Valmet Oyj	365	100.0%	51%
1110	SSE PLC	348	100.0%	50%
821	E*TRADE Financial Corp	1557	6.3%	50%
1028	Imperial Brands PLC	168	68.7%	50%
1276	Smurfit Kappa Group PLC	516	100.0%	48%
346	Porsche Automobil Holding SE	567	20.5%	47%
1400	Evotec AG	344	98.0%	47%
1335	Weir Group PLC	308	86.7%	46%
1446	Wienerberger AG	367	100.0%	46%
1344	LANXESS AG	176	63.0%	45%
1305	Helvetia Holding AG	193	81.1%	44%
285	William Hill PLC	751	100.0%	44%
1399	Huhtamaki Oyj	177	76.0%	43%
1318	voestalpine AG	704	100.0%	43%

**15. Employee Company Ratings - 2W Delta (2022-03-21, 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
224	Sally Beauty Holdings Inc	7332	0.3%	0.6%	0.1%	23.0%	CEO Rating
1109	CNP Assurances SA	226	-0.9%	7.8%	-0.4%	20.6%	CEO Rating
64	Citrix Systems Inc	4478	1.0%	3.2%	1.4%	13.8%	CEO Rating
682	Murphy Oil Corp	1661	0.0%	4.0%	0.0%	8.4%	CEO Rating
1420	Rotork PLC	228	1.8%	-0.4%	1.0%	7.8%	CEO Rating
934	News Corp	403	1.4%	7.4%	1.8%	3.8%	Outlook
538	Fujifilm Holdings Corp	584	0.6%	1.5%	0.3%	7.3%	CEO Rating
1085	Aeroports de Paris SA	7158	0.0%	3.0%	0.1%	7.2%	CEO Rating
1367	Tate & Lyle PLC	602	0.6%	7.0%	0.0%	0.4%	Outlook
510	Distribuidora Internacional de	485	0.0%	1.6%	1.6%	6.8%	CEO Rating
184	Movado Group Inc	415	1.8%	6.4%	-0.2%	3.8%	Outlook
247	Technogym SpA	374	1.4%	2.4%	2.1%	6.4%	CEO Rating
249	Telepizza Group SA	1800	0.0%	6.2%	0.0%		Outlook
197	Ollie's Bargain Outlet Holding	2131	0.2%	0.6%	0.4%	6.0%	CEO Rating
475	Sharp Corp	504	0.7%	3.6%	1.3%	6.0%	CEO Rating
1144	Bollore SA	964	-0.5%	-1.4%	-0.9%	5.6%	CEO Rating
909	Alliant Energy Corp	453	1.7%	2.4%	2.4%	5.6%	CEO Rating
418	Shiseido Co Ltd	663	1.6%	5.6%	3.6%	1.2%	Outlook
1523	Rollins Inc	431	0.2%	0.0%	-0.2%	5.6%	CEO Rating
165	Leon's Furniture Ltd	337	0.0%	4.2%	0.8%	5.2%	CEO Rating
4	Salvatore Ferragamo SpA	478	0.7%	1.2%	1.9%	5.0%	CEO Rating
1503	FleetCor Technologies Inc	1327	0.5%	1.4%	0.7%	5.0%	CEO Rating
455	Bridgestone Corp	607	0.4%	2.2%	1.2%	5.0%	CEO Rating