

# **ASTUTEX TRENDSPOTTING**

**December 26, 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
monday.com	Project management software company	413.5	153.8	topics: Product Management;accessiBe; Product; Ethereum queries: monday.com login; product management monday.com; accessibility checker accessibe; home warranty choice home warranty
eToro	Financial services company	169.6	70.5	topics: Tesla; Customer relationship management;Flower; Home warranty queries: buy dogecoin on e; buy tesla stock on etoro; buy bitcoin with etoro; website accessibility checker accessibe
Green Mountain Power	Electric power distribution company	61.4	64.5	topics: Map;Power outage; New Hampshire queries: gmp outage;gmp; green mountain power outage
Children's Motrin	Drug brand	129.2	53.6	topics: TYLENOL®;Infant; CVS Pharmacy queries: childrens motrin; childrens motrin by weight;walgreens
Sixt rent a car	Car rental company	7.4	21.3	topics: Car;BMW;Expedia queries: sixt; sixt rental car reviews;sixt lax;sxt car
Mesa Air Group	Aviation company	37.5	18.3	topics: Regional airline; American Airlines; Stock queries: american airlines mesa ai; american airlines;mesa airlines news
Pakistan Stock Exchange	Stock exchange company	76.1	16.5	topics: Pet;large;Cat;Penguins queries: psx; psx stock;cosmic psx
Genexa	Company	14.9	14.3	topics: Infant;TYLENOL®; Pain queries: genexa tylenol; genexa infant;genexa kids
Brugal	Drink company	14.5	12.3	queries: brugal
SharkNinja	Home appliance company	40.0	9.9	topics: Ninja;Service; Hair dryer queries: shark ninja;ninja; sharkninja
Gaggia	Machine company	23.2	6.3	topics: Gaggia Classic Pro;PID controller; Espresso machine queries: gaggia classic

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

Company Name	Type	Pop. growth	Growth change	Related topics
WestJet	Airline	39.8	6.0	topics: topics: Vancouver International ; Calgary;Google Flights; Irelandqueries: westjet flight status; westjet check in; westjet flights queries: queries: westje; westjet flights
Zithromax	Drug brand	23.0	6.0	topics: Penicillin;Otitis;Influenza; Oseltamivir queries: z pack antibiotics; azithromycin z pack;z pack medicine;z.pack
Gaylord Hotels	Hospitality company	32.1	5.5	topics: Gaylord Hotels;Ticket;Washington; MGM National Harbor queries: gaylord; gaylord tickets;gaylord nashville; charlie brown ice gaylord
David Yurman	Jewellery company	6.6	5.5	topics: Code;Internet coupon; Discounts and allowances; Hoop queries: yurman;david yurman; yurman jewelry
Aquaphor	Drug brand	40.0	5.5	topics: Lips;Aquaphor Lip Repair;CeraVe; Hand Cream queries: tattoo aquaphor; aquaphor stick;aquaphor lip; can i use aquaphor on my face
Swoop	Airline	57.2	5.4	topics: Jump scare;Flight; Air Canada queries: swoop;spirit airlines; allegiant
Van Cleef & Arpels	Jewelry company	54.1	4.8	topics: Bracelet;Dior;David Yurman; Céline queries: van cleef arpels; van cleef;van cleef and arpels; sweet alhambra bracelet
Ghirardelli Chocolate Company	Chocolate and cocoa products company	9.8	2.9	topics: Chocolate;Hot chocolate;Peppermint; Raspberry queries: chocolate; chocolate ghirardelli; ghirardelli hot chocolate; ghirardelli gift basket
Egyptair	Airline	35.7	2.4	topics: Telephone;Expedia;Airport; 777-300 queries: egypt airlines;air egypt; egypt air business class
Vaseline	Drug brand	33.3	1.6	topics: Lips;Face;Nose; Valvoline queries: vaseline;petroleum; petroleum jelly; can i use vaseline on my dog

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

Company Name	Type	Pop. growth	Growth change	Related topics
Marc Jacobs	Fashion company	42.3	0.8	topics: topics: Tote bag;UGG; Pinkqueries: marc jacobs tote; marc jacobs bag;tote bag; marc jacobs shopify queries: queries: ma; marc jacobs shopify
Prada	Fashion company	6.3	0.6	topics: Handbag;Perfume;Shoes; Ski suit queries: perfume;sunglasses; prada perfume;prada ski suit
Five Below	Discount store company	0.2	-0.6	topics: Squishmallows;Big Lots; T.J. Maxx queries: five below near me; squishmallow;pajamas; five below cerca de mi
Dior	Fashion company	8.1	-3.2	topics: Dior Addict Lip Glow Oil;Perfume; Miss Dior queries: dior lip;perfume; lip oil;sephora near me
Sanrio	Theme park company	117.2	-8.5	topics: Cinnamoroll;Wallpaper; Hot Topic queries: sanrio; hello kitty sanrio;cinnamoroll sanrio; sanrio christmas sweater
Sun & Ski Sports	Sports equipment company	16.1	-9.5	topics: The North Face;Fleece jacket; Burton Snowboards; Fort Worth queries: sun ski;ski and sun; sun ski sports
Flair Airlines	Airline	165.1	-10.6	topics: Airline;Flight;Airport; Dollar queries: flair airlines; flair airlines tucson;air canada

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
102	Express Inc	2022-12-26	2,480%	2,480%
318	China Airlines Ltd	2022-12-26	76%	34%
490	Etablissements Franz Colruyt	2022-12-26	8%	29%
445	Royal Mail PLC	2022-12-26	38%	14%
52	Canada Goose Holdings Inc	2022-12-26	-16%	11%
201	OVS SpA	2022-12-26	13%	5%
14	Adidas AG	2022-12-26	12%	4%
414	Mondelez International Inc	2022-12-26	20%	1%

### 3. Google Trends Industries World - 2W Delta (2022-12-26, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Snow boot	-4.0%	7.5%	topics: Boot;Winter Hat queries: boots;snow boots; best stylish winter boots
Vacation	3.1%	3.8%	topics: Rent;Vacation property rentals; Season queries: vacation;vacaciones de temporada; vacaciones de temporada alta
Heating, ventilation, and air	-8.1%	3.5%	topics: System queries: hvac;hvac contractors saskatoon
Heating Ventilation and AC	-8.1%	3.5%	topics: System queries: hvac;hvac contractors saskatoon
hiking apparel	-16.8%	2.8%	topics: Hiking;Clothing;Summer;Recreational Equipment, Inc.; Brand queries: hiking clothes;hiking gear;hiking gear for men
Personal care	9.0%	2.8%	topics: Bag;Lululemon Athletica;Luxury goods; Dagne Dover queries: toiletry;leather toiletry bag for men; lv toiletry bag;carhartt toiletry bag
Down jacket	-2.9%	2.3%	topics: Jacket queries: puffer;puffer jacket
Vehicle Insurance	-10.7%	2.3%	topics: cheap;Car;GEICO queries: insurance;car insurance; very cheap car insurance no deposit
TV Show	-1.5%	2.2%	topics: Television;Kindred: The Embraced;Crazy in Love; Willow queries: shows;series;tv shows; kirstie alley movies and tv shows;henry cavill warhammer show; emma myers movies and tv shows
Social media	1.9%	2.2%	topics: Media queries: social media; texas banning social media;become unpleasant crossword; vacuum technology
Payroll	7.1%	2.2%	topics: Tax;Payroll tax;San Diego Padres; New York Mets queries: payroll login;payroll tax; what is payroll;padres payroll;new york mets payroll; rite aid payroll

### 3. Google Trends Industries World - 2W Delta (2022-12-26, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Toddler	-4.5%	2.1%	topics: topics: Boy;Child;Coyote;Coyote attackqueries: toddler; coyote attacks toddler queries: queries: toddler; coyote attacks toddler
Suitcase	23.5%	2.1%	topics: Baggage;Hand luggage;Bag;Vera Bradley queries: suitcase; sam brinton;sam brinton stolen suitcase;where to buy suitcases
Sports	-0.6%	2.1%	topics: Sports;Bar;Sports betting queries: sports;■ ■ ■■
Lipstick	-27.5%	2.1%	topics: Estée Lauder;Color;Kathy Hilton; Revlon Super Lustrous queries: lipstick; revlon super lustrous glass shine lipstick; kathy hilton lipstick;mac nightmoth
Dating	-2.4%	2.0%	topics: Mobile app;Online dating application; Online dating service;Bill Nye;Jenna Ortega; Kylian Mbappé queries: dating;did sza date bill nye; jenna ortega dating 2022;who is mbappe dating
Mattress	-6.9%	2.0%	topics: Bed;Mattress pad;Air mattress; Fiberglass queries: mattress;cyber monday mattress deals; cyber monday mattress deals 2022;fiberglass in mattress
sweater	-3.9%	1.7%	topics: Sweater queries: hoodie
Hoodie	-3.9%	1.7%	topics: Sweater queries: hoodie
Cruise	37.7%	1.7%	topics: Cruise ship;Ship;Rogue wave;Polaris; Costa Concordia queries: cruise;cruise ship; wave hits cruise ship;viking polaris cruise ship; viking polaris
Amusement park	8.6%	1.7%	topics: Park;Dude Perfect;Lionel Messi; Amusement park accidents queries: theme park;amusement park; messi theme park;dude perfect theme park; lionel messi theme park
Air Conditioner	8.6%	1.7%	topics: Air conditioning;Air;Caravan queries: air conditioner



### 3. Google Trends Industries World - 2W Delta (2022-12-26, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Physical fitness	-6.7%	1.7%	topics: topics: Gym;Exercise;Health clubqueries: fitness; fitness trainer eric fleishman;dubai fitness championship; brittany dawn fitness queries: queries: fitness; brittany dawn fitness
Toy	-8.2%	1.7%	topics: Boy queries: toy;toys;la mejor juguetería cerca de mí; zip string toy
Toys	-8.2%	1.7%	topics: Boy queries: toy;toys;la mejor juguetería cerca de mí; zip string toy

#### 4. Google Trends Industries USA - 2W Delta (2022-12-26, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
hiking apparel	-6.0%	9.0%	topics: Hiking;Clothing;Summer;Recreational Equipment, Inc.; Brand queries: hiking clothes;hiking gear;hiking gear for men
Snow boot	2.7%	6.7%	topics: Boot;Winter Hat queries: boots;snow boots; best stylish winter boots
Down jacket	22.2%	5.6%	topics: Jacket queries: puffer;puffer jacket
Video camera	-6.5%	5.1%	topics: Camera;Video;Bellevue;Lynnwood;Issaquah queries: camera; video camera;bellevue traffic cameras;redmond traffic cameras; seattle traffic cameras
Road	16.8%	4.9%	topics: Controlled-access highway;Travel;Distance; Iowa 511 queries: road;road closures nebraska; 511 nebraska roads;511mn.org road conditions
Heating, ventilation, and air	-3.5%	4.6%	topics: System queries: hvac;hvac contractors saskatoon
Heating Ventilation and AC	-3.5%	4.6%	topics: System queries: hvac;hvac contractors saskatoon
Personal care	10.7%	4.1%	topics: Bag;Lululemon Athletica;Luxury goods; Dagne Dover queries: toiletry;leather toiletry bag for men; lv toiletry bag;carhartt toiletry bag
Slipper	17.3%	3.7%	topics: UGG;Woman queries: slippers
Sneakers	3.4%	3.7%	topics: Shoes;White;Woman queries: sneakers
Unmanned aerial vehicle	18.1%	3.6%	topics: DJI;Camera;Engels;Tupolev Tu-141 queries: drone; drone drone;■■■■ ■■■■■; fly orb pro flying spinner mini drone flying; china drones spraying

#### 4. Google Trends Industries USA - 2W Delta (2022-12-26, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Digital camera	4.3%	3.3%	topics: Camera;FinePix;Canon EOS M200; Microscopequeries: camera;digital;digital camera;nikon df; panasonic lumix dc-zs70k queries: queries: camera; panasonic lumix dc-zs70k
Coat	2.3%	2.8%	topics: Woman;Man;Winter;Loro Piana queries: coat; loro piana coat
Cloud computing	17.9%	2.7%	topics: Video game;Google Cloud Platform; Cloud gaming queries: cloud;amazon cloud cam app; best cloud storage for personal use
Lipstick	-46.5%	2.5%	topics: Estée Lauder;Color;Kathy Hilton; Revlon Super Lustrous queries: lipstick; revlon super lustrous glass shine lipstick; kathy hilton lipstick;mac nightmoth
Toddler	3.7%	2.5%	topics: Boy;Child;Coyote;Coyote attack queries: toddler; coyote attacks toddler
Jacket	-0.1%	2.4%	topics: Man;Woman;Down jacket queries: jacket
Leggins	-3.2%	2.4%	topics: Tights;Bell-bottoms;lululemon queries: leggings
Tax	2.6%	2.4%	topics: Property;Property tax;Income queries: tax; pet tax credit;trump tax fraud;venmo tax rules
Fashion	-3.1%	2.4%	topics: Clothing;Design;Designer; John Fetterman queries: fashion;chic fashion style crossword; chinese american fashion designer; when high fashion and qanon collide
Cookware and Bakeware	-1.1%	2.3%	topics: Frying pan;Cookware Set queries: cookware; paris hilton cookware; thyme and table 32 piece cookware and bakeware set; 360 cookware reviews
Accounting	2.8%	2.1%	topics: Accountant;Account;Business queries: accounting; ■■■■ ■■■■■■■■■■;comptable métabetchouan-lac-à-la-croix; alabama state board of public accountancy

#### 4. Google Trends Industries USA - 2W Delta (2022-12-26, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Undergarment	-2.4%	2.1%	topics: topics: Manqueries: underwear;slimory underwear; supreme underwear men; kit undergarments queries: queries: underwear; kit undergarments
Vehicle Insurance	-9.9%	2.1%	topics: cheap;Car;GEICO queries: insurance;car insurance; very cheap car insurance no deposit
Online shopping	-12.7%	2.1%	topics: Shopping queries: shopping;online shopping; best credit card for online shopping; whole foods online shopping;target online shopping delivery

## 6. Wikipedia - 2W Delta (2022-12-26, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
870	MetLife Inc	<a href="https://en.wikipedia.org/wiki/MetLife_Stadium">en.wikipedia.org/wiki/MetLife_Stadium</a>	3372	29.5%	13.4%
149	Intuit Inc	<a href="https://en.wikipedia.org/wiki/Intuit">en.wikipedia.org/wiki/Intuit</a>	3092	5.8%	12.8%
947	LVMH	<a href="https://en.wikipedia.org/wiki/LVMH">en.wikipedia.org/wiki/LVMH</a>	24730	7.3%	10.9%
174	Marriott International Inc	<a href="https://en.wikipedia.org/wiki/Marriott_World_Trade_Center">en.wikipedia.org/wiki/Marriott_World_Trade_Center</a>	5163	9.6%	8.5%
543	Verizon Communications Inc	<a href="https://en.wikipedia.org/wiki/Verizon_Communications">en.wikipedia.org/wiki/Verizon_Communications</a>	2981	6.9%	7.9%
644	General Dynamics Corp	<a href="https://en.wikipedia.org/wiki/General_Dynamics">en.wikipedia.org/wiki/General_Dynamics</a>	4380	10.1%	7.8%
110	Ford Motor Co	<a href="https://en.wikipedia.org/wiki/Ford_v_Ferrari">en.wikipedia.org/wiki/Ford_v_Ferrari</a>	17900	7.8%	6.9%
313	Cathay Pacific Airways Ltd	<a href="https://en.wikipedia.org/wiki/Cathay_Pacific">en.wikipedia.org/wiki/Cathay_Pacific</a>	2452	28.6%	6.5%
468	Asahi Group Holdings Ltd	<a href="https://en.wikipedia.org/wiki/Asahi_Breweries">en.wikipedia.org/wiki/Asahi_Breweries</a>	2481	9.7%	6.4%
391	Electronic Arts Inc	<a href="https://en.wikipedia.org/wiki/FIFA_21">en.wikipedia.org/wiki/FIFA_21</a>	42379	6.4%	5.8%
929	Facebook Inc	<a href="https://en.wikipedia.org/wiki/Facebook">en.wikipedia.org/wiki/Facebook</a>	51998	34.6%	5.7%
505	Activision Blizzard Inc	<a href="https://en.wikipedia.org/wiki/Gungrave">en.wikipedia.org/wiki/Gungrave</a>	77535	12.3%	5.6%
692	Wells Fargo & Co	<a href="https://en.wikipedia.org/wiki/Wells_Fargo">en.wikipedia.org/wiki/Wells_Fargo</a>	3686	5.2%	5.3%

7. Wikipedia Pages- 2W Delta (2022-12-26, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	60963	123,713%	5,877%
408	Nissin Foods Holdings Co Ltd	ja.wikipedia.org/wiki/M-1%E3%82%B0%E3%83%A9%E3%83%B3%E3%83%97%E3%83%AA	262914	77%	88%
		en.wikipedia.org/wiki/Wanda_Group	16311	309%	70%
2	Mattel Inc	en.wikipedia.org/wiki/Barbie	19494	-16%	45%
947	LVMH	en.wikipedia.org/wiki/LVMH	80870	54%	41%
161	Kering SA	en.wikipedia.org/wiki/Balenciaga	31085	366%	39%
		en.wikipedia.org/wiki/Germanwings_Flight_9525	16407	48%	30%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	9417	37%	28%
		en.wikipedia.org/wiki/Chippendales	44154	182%	28%
947	LVMH	fr.wikipedia.org/wiki/Bernard_Arnault	24992	55%	24%
391	Electronic Arts Inc	en.wikipedia.org/wiki/FIFA_(video_game_series)	17938	43%	24%
1017	Koninklijke Philips NV	en.wikipedia.org/wiki/PSV_Eindhoven	16882	134%	15%
		en.wikipedia.org/wiki/Apple_Wallet	15147	237%	12%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Sekiro:_Shadows_Die_Twice	15994	24%	10%
		en.wikipedia.org/wiki/Blackwater_(company)	12858	42%	10%
		en.wikipedia.org/wiki/Dior	16504	25%	9%
		en.wikipedia.org/wiki/Louis_Vuitton	37457	18%	9%
947	LVMH	fr.wikipedia.org/wiki/LVMH_-_Mo%C3%ABt_Hennessy_Louis_Vuitton	12249	5%	8%
		en.wikipedia.org/wiki/United_States_Postal_Service	16019	31%	8%
		en.wikipedia.org/wiki/Sears	11892	6%	7%
870	MetLife Inc	en.wikipedia.org/wiki/MetLife_Stadium	28846	55%	7%
		en.wikipedia.org/wiki/Big_Mac_Index	24379	195%	6%

## 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 (2022-12-24, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
945	Shopify Inc	Shop: All your favorite brands	36	18.4%	13.8%
16	Amazon.com Inc	Amazon Shopping; Amazon Prime Video; Amazon Alexa	68	14.6%	6.9%
321	United Continental Holdings Inc	United Airlines	122	31.1%	5.0%
798	Allstate Corp	Allstate® Mobile	262	3.3%	4.4%
479	Western Union Co	Western Union Send Money Now	250	3.4%	4.3%
781	U.S. Bancorp	U.S. Bank Mobile Banking	267	1.1%	3.7%
432	American Airlines Group Inc	American Airlines	113	32.9%	3.6%
1	Sixt SE	SIXT rent, share, ride & plus	328	0.9%	3.0%
547	JPMorgan Chase & Co	Chase Mobile®: Bank & Invest	101	3.0%	3.0%



10. AppStore Publishers USA - 2W Delta (2022-12-24, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Dunkin' Donuts		101	31.3%	5.9%
	Ticketmaster	Ticketmaster-Buy, Sell Tickets	31	19.1%	5.7%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	103	32.0%	5.4%
812	Capital One Financial Corp		75	20.6%	5.1%
	Domino's Pizza LLC		110	7.6%	4.3%
	FOX Sports Interactive	FOX Sports: Watch Live	56	15.4%	4.3%
	Poshmark, Inc.		106	24.3%	4.0%
945	Shopify Inc	Shop: All your favorite brands	36	9.6%	3.9%
	TextNow, Inc.		139	-15.9%	3.5%
	Duolingo	Duolingo - Language Lessons	85	27.0%	2.7%
851	eBay Inc		97	11.2%	2.6%
	Affirm, Inc.		105	16.6%	2.4%
175	McDonald's Corp	McDonald's	15	24.3%	2.4%
623	Target Corp	Target	49	9.4%	2.3%
	WarnerMedia	HBO Max: Stream TV & Movies	53	-11.1%	2.2%
	Bytedance Pte. Ltd	CapCut - Video Editor	13	23.9%	2.2%
98	Etsy Inc	Etsy: Custom & Creative Goods	54	21.4%	1.9%
	ADP, Inc		161	-1.1%	1.9%
	Peacock TV LLC	Peacock TV: Stream TV & Movies	23	6.5%	1.7%
	Telegram FZ-LLC	Telegram Messenger	24	16.9%	1.6%

#### 11. Online Retail Amazon - 2W Delta (2022-12-26, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
947	LVMH	390	16.4%	17.0%
503	Konami Holdings Corp	304	117.1%	11.0%
189	Nike Inc	2029	37.5%	10.0%
20	Apple Inc	643	17.3%	8.2%
427	Lenovo Group Ltd	1110	-20.5%	7.8%
39	Breville Group Ltd	1486	39.5%	7.3%
179	Capri Holdings Limited	741	-21.8%	6.8%
476	Nikon Corp	686	2.7%	6.2%
66	Tapestry Inc	467	24.9%	6.1%
16	Amazon.com Inc	37374	63.6%	5.7%
442	Shimano Inc	632	-11.9%	5.5%
663	Kimberly-Clark Corp	411	-24.6%	3.9%
903	Seagate Technology PLC	643	-14.5%	3.8%
56	Carter's Inc	5883	3.4%	3.7%
540	Logitech International SA	3400	34.5%	3.6%
225	Samsonite International SA	1164	-0.2%	3.5%

## 12. Online Retail Walmart - 2W Delta (2022-12-26, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
233	Skechers USA Inc	4310	453.3%	180.8%
71	Crocs Inc	778	168.3%	118.7%
441	Bandai Namco Holdings Inc	187	58.5%	107.6%
457	Goodyear Tire & Rubber Co	3525	378.3%	52.5%
536	Monster Beverage Corp	278	73.8%	44.5%
45	Burberry Group PLC	426	82.1%	39.6%
184	Movado Group Inc	226	22.2%	36.7%
212	Prada SpA	527	383.5%	35.0%
958	Funko Inc	362	57.4%	34.9%
365	LG Electronics Inc	1349	35.2%	19.5%
417	Unilever PLC	107	-30.1%	17.4%
268	Under Armour Inc	1247	158.2%	14.5%
66	Tapestry Inc	760	-30.4%	13.2%
947	LVMH	323	-60.3%	11.2%
274	VF Corp	5081	42.7%	9.1%
250	Tempur Sealy International Inc	341	94.9%	9.1%
959	Turtle Beach	1153	65.7%	6.0%
14	Adidas AG	2573	53.6%	5.8%

### 13. Online Retail Bestbuy - 2W Delta (2022-12-26, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
179	Capri Holdings Limited	294	374.2%	17.7%
365	LG Electronics Inc	7745	-13.7%	12.8%
537	Acer Inc	685	40.9%	12.1%
538	Fujifilm Holdings Corp	960	29.0%	10.4%
441	Bandai Namco Holdings Inc	330	72.8%	9.3%
957	Capcom	188	-26.8%	9.0%
475	Sharp Corp	672	-38.3%	8.9%
122	GoPro Inc	690	45.9%	8.8%
424	Samsung Electronics Co Ltd	22735	-4.2%	7.7%
16	Amazon.com Inc	2846	40.0%	7.6%
903	Seagate Technology PLC	3167	6.5%	6.5%
106	Fitbit Inc	860	-16.8%	5.5%
502	Ubisoft Entertainment SA	1249	2.6%	5.3%
426	Seiko Epson Corp	2087	-7.2%	5.2%
519	Nestle SA	661	2.2%	4.4%
906	Western Digital Corp	4670	-35.5%	3.9%
79	De Longhi SpA	3310	-12.7%	3.4%
390	Nintendo Co Ltd	2161	-9.4%	3.1%
152	iRobot Corp	987	-0.4%	3.0%

**14. Job Listings - 2W Delta (2022-12-26, 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>
857	Reynolds American	354	61.8%	75%
1084	Compagnie de Saint Gobain SA	2050	43.7%	73%
83	DineEquity Inc	12233	36.1%	62%
429	AirAsia Bhd	349	41.2%	56%
59	Cedar Fair LP	221	38.7%	56%
1149	Epiroc AB	165	7.6%	52%
3	NCSOFT Corp	207	66.5%	49%
556	General Electric Co	3299	-1.0%	48%
1119	RWE AG	413	65.7%	46%
1247	Smiths Group PLC	101	-35.5%	43%
622	Danaher Corp	7063	-26.1%	43%
12	Associated British Foods PLC	404	53.5%	41%
1359	Societe BIC SA	500	41.2%	40%
992	Lloyds Banking Group PLC	200	46.4%	39%
1572	Tesla Inc	6721	81.5%	37%
993	Iberdrola SA	332	65.7%	34%
360	Dixons Carphone PLC	118	-11.9%	33%
535	Whitbread PLC	2039	12.2%	33%
1212	H Lundbeck A/S	233	84.8%	32%
250	Tempur Sealy International Inc	399	-15.1%	30%
463	Kia Motors Corp	322	100.0%	29%
971	Linde PLC	847	63.5%	29%
994	Vinci SA	4863	54.8%	28%
1012	Engie SA	2287	87.3%	27%
1055	E.ON SE	749	46.8%	27%
694	Occidental Petroleum Corp	260	67.9%	26%
378	Woolworths Group Ltd	426	28.1%	25%
773	Patterson Companies Inc	273	5.5%	24%
658	Ingersoll-Rand PLC	954	45.2%	24%
1511	IPG Photonics Corp	291	72.1%	24%

**15. Employee Company Ratings - 2W Delta (2022-12-26, 4 weeks QoQ) (Part 1)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Total reviews</b>	<b>Rating Gr.chg.</b>	<b>Outlook Gr.chg.</b>	<b>Mgmt Gr.chg</b>	<b>CEO Rating Gr.chg</b>	<b>Growing indicator</b>
106	Fitbit Inc	4835	10.9%	-1.6%	10.9%	0.0%	Rating
1536	NortonLifeLock Inc	1410	6.5%	6.4%	5.3%	0.0%	Rating
1535	Fox Corp	814	6.2%	6.4%	5.1%	0.0%	Outlook
54	Care.com Inc	2061	4.3%	-1.4%	6.0%	0.0%	Management
176	Medifast Inc	593	2.5%	6.0%	2.3%	0.0%	Outlook
587	Hess Corp	1169	0.9%	2.6%	6.0%	0.0%	Management
1308	SalMar ASA	459	6.0%	0.0%	0.0%	0.0%	Rating
840	Verisign Inc	472	1.5%	5.6%	3.5%	0.0%	Outlook
92	Elior Group SA	2365	4.9%	-0.2%	5.3%	0.0%	Management