

# **ASTUTEX TRENDSPOTTING**

**January 23, 2023**

## !!! 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
Amryt Pharma Plc	Pharmaceutical company	42.3	54.6	topics: Chiesi Farmaceutici queries: amr
Fathom Events	Entertainment company	28.8	39.7	topics: The Chosen; February queries: the chosen; fathom events the chosen;fathomevents.com
Otto GmbH	Company	77.8	37.4	topics: Film;Man; Movie theater queries: otto; otto tom hanks;a man otto; movie otto with tom hanks
Adzuna	Employment website company	127.5	27.5	topics: Career;Remote work; Data queries: is adzuna legit
Thinx	Feminine hygiene company	7.5	25.2	topics: Lawsuit;Class action; Settlement queries: thinx lawsuit; thinx period underwear;thinx underwear
DreamWorks Animation	Animation company	50.7	25.0	topics: Puss in Boots;Villain; Puss in Boots: The Last Wish; Turbo queries: puss in boots; dreamworks movies; dreamworks movies animated; first dreamworks movie
Casio	Electronics company	34.5	23.1	topics: Watch;Shakira;Gerard Piqué; Bulova queries: shakira casio;casio pique; shakira;clara chia
DealDash	Company	107.6	19.9	topics: PlayStation 5;Pallet; Liquidation queries: deal dash;dealdash; dealdash.com
Eurostar	Railway company	121.4	19.4	topics: Flight;Train;London; Netherlands queries: eurostar london to ; eurostar train london to paris; eurostar train
MSC Cruises	Company	113.1	17.3	topics: Seascape; Mediterranean Shipping Company; Royal Caribbean International; Cozumel queries: cruises;msc cruises; cruise;msc divina reviews
VidAngel	Company	66.7	16.4	topics: Mobile app;Angel; Jesus queries: angel studios; the chosen angel studios; angel studios chosen

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

Company Name	Type	Pop. growth	Growth change	Related topics
Maverick Work Wear, Inc.	Company	175.9	16.0	topics: topics: Ariat; Steel-toe bootqueries: brunt boots; brunt work boots; brunt workwear queries: queries: brunt b; brunt workwear
HBO	Cable television company	13.3	14.7	topics: The Last of Us;The White Lotus; Velma Dinkley;The Rest of Us queries: hbo; hbo last of us;last of us;the climb
Disney Cruise Line	Company	119.4	14.6	topics: 2024;Royal Caribbean Group; Port Canaveral queries: disney cruise; disney cruise 2023;cruise disney; dak disney cruise
Royal Caribbean Group	Shipping line company	71.7	14.0	topics: Cruise ship;Ship; Carnival Cruise Line queries: caribbean ; royal caribbean cruise;cruise; royal caribbean pool overflows
Vegas Stats & Information Network	Media company	102.0	12.8	topics: Injury;Split; Week queries: vsin splits; vsin betting splits;vsin public betting
Bahamasair	Airline	15.9	11.4	topics: JetBlue;Freeport; Island queries: bahamas air; american airlines;silver airways
Carnival Corporation & plc	Company	83.2	11.2	topics: Carnival Cruise Line;Drink; Room queries: carnival 2023; carnival mardi gras;carnival celebration; allure of the seas
Mortgage Solutions of Colorado, LLC	Company	8.4	9.5	topics: Financial services queries: mort
Goodwin Procter	Law firm	18.3	9.2	topics: Layoff;Philadelphia; LinkedIn queries: goodwin layoffs; goodwin law;goodwin law firm
Speechify	Computer company	14.4	9.0	topics: Audiobook;Speech; Spotify queries: speechify audiobooks
TAP Air Portugal	Airline	23.4	7.4	topics: Review;Train;Barcelona; Fee queries: air portugal;tap air; tap air portugal;kayak

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

Company Name	Type	Pop. growth	Growth change	Related topics
Apple Vacations	Company	27.4	7.0	topics: topics: All-inclusive resort; American Airlines;Beach; Carnival Cruise Linequeries: flights; apple vacations; apple vacations punta cana; united airlines queries: queries: flight; united airlines
Saatva	Company	19.2	6.5	topics: Satva;Tempur-Pedic; Memory Foam Mattress; Consumer Reports queries: saatva mattres; saatva mattress near me;saatva mattress
Goldman Sachs	Investment banking company	24.7	5.1	topics: Layoff;Stock;Earnings; Severance package queries: goldman sachs; goldman layoffs;layoffs; goldman layoffs 2023
Hostinger	Company	68.6	4.7	topics: Email;Domain name; World Wide Web queries: hostinger webmai; namecheap;hostinger review
ClickBank	E-commerce company	50.8	2.5	topics: Pinterest;CJ Affiliate; Side job queries: amazon affiliate progr; pinterest;clickbank affiliate
Singapore Airlines	Airline	97.0	0.9	topics: Travel;India;Delta Air Lines; Air Canada queries: singapore air;qatar; flights;korean air
HubSpot	Software company	96.8	-0.7	topics: Email;Website;Company; RingCentral queries: hubspot; google analytics;hubspot cms; google calendar
Hims	Telehealth company	79.3	-1.6	topics: Tablet;Pharmaceutical drug;Anxiety; Solution queries: hims and hers; what is hims;hims reddit; forhims.com reviews

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
362	Casio Computer Co Ltd	2023-01-23	72%	56%
1157	Antofagasta PLC	2023-01-23	54%	46%
504	Nexon Co Ltd	2023-01-23	107%	41%
55	Carnival Corp	2023-01-23	87%	40%
222	Royal Caribbean Cruises Ltd	2023-01-23	105%	33%
1215	Verbund AG	2023-01-23	67%	27%
1159	Informa PLC	2023-01-23	47%	27%
983	Eni SpA	2023-01-23	27%	24%
1119	RWE AG	2023-01-23	-11%	23%
751	Stryker Corp	2023-01-23	14%	21%
580	HCA Healthcare Inc	2023-01-23	31%	15%
1342	Andritz AG	2023-01-23	10%	14%
1460	Flsmidth & Co A/S	2023-01-23	4%	14%
935	Centene Corp	2023-01-23	19%	13%
852	Goldman Sachs Group Inc	2023-01-23	11%	13%
1192	Wartsila Oyj Abp	2023-01-23	20%	12%
255	Tivity Health Inc	2023-01-23	-12%	12%
592	Automatic Data Processing Inc	2023-01-23	2%	10%
1317	Wendel SE	2023-01-23	-1%	10%
972	Allianz SE	2023-01-23	3%	10%
1155	Straumann Holding AG	2023-01-23	5%	9%
1257	Valeo SA	2023-01-23	11%	8%
700	PPL Corp	2023-01-23	12%	8%
1127	Swiss Life Holding AG	2023-01-23	-5%	7%
849	Aetna Inc	2023-01-23	13%	7%
1305	Helvetia Holding AG	2023-01-23	1%	7%
422	Dr Pepper Snapple Group Inc	2023-01-23	26%	6%
733	UnitedHealth Group Inc	2023-01-23	22%	6%
611	Cigna Corp	2023-01-23	11%	6%
1330	Nemetschek SE	2023-01-23	14%	4%
1025	Amadeus IT Group SA	2023-01-23	28%	3%
311	International Consolidated Air	2023-01-23	26%	3%
1292	GN Store Nord A/S	2023-01-23	7%	3%
1408	Rexel SA	2023-01-23	-3%	2%
761	Express Scripts Holding Co	2023-01-23	16%	1%

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1039	Assicurazioni Generali SpA	2023-01-23	0%	1%

### 3. Google Trends Industries World - 2W Delta (2023-01-23, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cruise	58.7%	12.6%	topics: Ship;Cruise ship;Human migration queries: cruise; cruise ship;newest cruise ships 2023; titanic vs cruise ship size;cruise ship hits iceberg
Airline	27.0%	7.3%	topics: Flight;Alaska;Alaska Airlines; Yeti Airlines queries: airlines;airlines grounded; yeti airlines crash;yeti airlines
Vacation	18.0%	7.0%	topics: Rent;Vacation property rentals queries: vacation; fly and swap vacations;seaside vacation tarkov;biden vacation
Hand luggage	52.4%	6.1%	topics: Baggage;Size;Bag queries: carry on; what is allowed in carry-on baggage southwest airlines
Amusement park	13.2%	4.2%	topics: Park;Frisco queries: theme park;amusement; amusement park;universal frisco theme park; universal studios frisco;frisco tx
Lipstick	-19.3%	4.0%	topics: Estée Lauder;Color queries: lipstick; lana del rey lipstick cigarettes;viral revlon lipstick; revlon glass shine lipstick swatches
Car Rental	-10.5%	3.9%	topics: Car;Rent queries: rental;rental car;taiwan rental car
Dating	-0.5%	3.9%	topics: Mobile app;Exam;Online dating application;Smile; IU queries: dating;dating smile test;smile test;k test
Ferry	17.3%	3.7%	topics: Island;Seattle queries: ferry;lummi island ferry; silver airways;fort sumter ferry
Vehicle Insurance	-5.1%	3.5%	topics: cheap queries: insurance;car insurance
Vacation rental	-23.6%	3.3%	topics: Rent;Vacation;Holden Beach queries: ferienwohnung; vacation rentals;holden beach vacation rentals;home to go; vacation rentals emerald isle nc



### 3. Google Trends Industries World - 2W Delta (2023-01-23, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Resort	2.3%	3.1%	topics: topics: U.S. Virgin Islands;Sandals Resorts; Breckenridge Ski Resortqueries: resort;resorts; ross lake resort;breckenridge ski resort chair lift; utah ski resort accident queries: queries: resort; utah ski resort accident
Athleisure	-3.6%	2.7%	topics: Clothing;Man;Woman;Fashion;Alo Yoga; Nike queries: athleisure
Hotel	1.2%	2.7%	topics: Las Vegas;Resort;Room queries: hotel;hotels
Restaurant	2.2%	2.6%	topics: Mexicans;Italian cuisine;New York Restaurant Week; Noma queries: restaurant;restaurants;dc restaurant week 2023; restaurant week nyc 2023;kc restaurant week
Camping	-2.1%	2.5%	topics: Campsite; Coachella Valley Music and Arts Festival queries: camping; coachella car camping;yogi bear campground; fairfax county summer camps 2023
Sports betting	5.4%	2.5%	topics: Sports;Wild card queries: betting;best bets;nfl betting; nfl bets
Airport	24.4%	2.4%	topics: Flight;Montgomery queries: airport;provo airport crash; airplane crash provo airport;plane crash jfk airport
Clothing	2.9%	2.3%	topics: Dress queries: clothing;clothes;missouri dress code; dress code missouri house;missouri republicans dress code
Shopping	-9.6%	2.2%	topics: Online shopping;Shopping mall queries: shopping; did we win shop;shopping stores open christmas day; shops open on christmas day
Recreational vehicle	-14.1%	2.2%	topics: RV Refrigerator;Hose; Mercedes-Benz Sprinter queries: rv;pittsburgh rv show 2023; rv show kansas city;chicago rv show 2023
Baby transport	-4.8%	2.2%	topics: Stroller;Kingdom Strollers; WonderFold W1 Stroller Wagon 2-Seater queries: stroller; blahoo stroller;southwest stroller policy;pram bug

### 3. Google Trends Industries World - 2W Delta (2023-01-23, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Airline ticket	22.5%	2.1%	topics: Airplane;Ticketqueries: uçak bileti;tickets; plane;■■ ■■■■■;best place to buy plane tickets; air line tickets queries: queries: uçak bileti; air line tickets
Self storage	-23.8%	2.1%	queries: storage units;storage near me;storage unit; storage units columbus ohio;storage units huntsville; storage bids near me
Health Insurance	1.5%	2.0%	topics: Health;Insurance queries: insurance;health insurance; sba smart health plan

#### 4. Google Trends Industries USA - 2W Delta (2023-01-23, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Social media	20.1%	7.4%	topics: Media queries: social;social media; damar hamlin social media;bryan christopher kohberger
Vacation rental	-48.3%	6.6%	topics: Rent;Vacation;Holden Beach queries: ferienwohnung; vacation rentals;holden beach vacation rentals;home to go; vacation rentals emerald isle nc
Vehicle Insurance	0.4%	6.3%	topics: cheap queries: insurance;car insurance
Amusement park	9.4%	6.1%	topics: Park;Frisco queries: theme park;amusement; amusement park;universal frisco theme park; universal studios frisco;frisco tx
Cruise	31.7%	6.0%	topics: Ship;Cruise ship;Human migration queries: cruise; cruise ship;newest cruise ships 2023; titanic vs cruise ship size;cruise ship hits iceberg
Enterprise Resource Planning	3.9%	5.0%	topics: System;Software;Pharmaceutical industry; Accounting information system; Financial statement queries: erp
Digital camera	13.0%	4.9%	topics: Camera;Sony Cyber-shot DSC-H300; Panasonic Lumix DMC-LX100;Portrait queries: digital;camera; camera digital;samsung pl120 digital camera; ■■■■■■ ■■■■■■■■ ■■■■ ■■■■; polaroid 16mp waterproof digital camera
E-commerce	1.6%	4.7%	topics: Trade;Website;Business;Intuit; Integral queries: ecommerce;e commerce icon; e commerce icon crossword clue;intuit e-commerce service
Sports betting	-6.9%	4.3%	topics: Sports;Wild card queries: betting;best bets;nfl betting; nfl bets
Airline	20.8%	4.0%	topics: Flight;Alaska;Alaska Airlines; Yeti Airlines queries: airlines;airlines grounded; yeti airlines crash;yeti airlines
Dating	-2.7%	3.9%	topics: Mobile app;Exam;Online dating application;Smile; IU queries: dating;dating smile test;smile test;k test

#### 4. Google Trends Industries USA - 2W Delta (2023-01-23, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Lipstick	-38.3%	3.9%	topics: topics: Estée Lauder;Colorqueries: lipstick; lana del rey lipstick cigarettes;viral revlon lipstick; revlon glass shine lipstick swatches queries: queries: lipst; revlon glass shine lipstick swatches
Camping	-12.5%	3.8%	topics: Campsite; Coachella Valley Music and Arts Festival queries: camping; coachella car camping;yogi bear campground; fairfax county summer camps 2023
Hand luggage	28.1%	3.7%	topics: Baggage;Size;Bag queries: carry on; what is allowed in carry-on baggage southwest airlines
Ferry	4.9%	3.7%	topics: Island;Seattle queries: ferry;lummi island ferry; silver airways;fort sumter ferry
Retirement home	-13.2%	3.7%	topics: Home;Retirement;Chennai;Westchester County; Tiny house movement queries: retirement;maison retraite; maison de retraite;senior home near me; royal park retirement center;linda de suza
Skin care	15.6%	3.5%	topics: Skin queries: skincare;skin care;o hui skincare; bubble moisturizer;what order to do skincare
Tracksuit	-15.8%	3.3%	topics: Man;Suit;DHgate.com queries: tracksuit;nike; cheetah girls tracksuit;carsicko tracksuit; balenciaga track suit
Personal care	14.5%	3.3%	topics: Bag;Toiletry bag;Assisted living;Pattern; Spirit Airlines queries: toiletry;toiletries;tooletries; what toiletries can i take on a plane; personal care or services jobs
Insurance	-1.6%	3.2%	topics: Auto insurance;Health; Health insurance queries: insurance
Gym	12.9%	3.1%	topics: Pokémon;Health club queries: gym;gym classes near me; gold gym;gym hours;open gym;pokemon gym order
Resort	-15.0%	2.9%	topics: U.S. Virgin Islands;Sandals Resorts; Breckenridge Ski Resort queries: resort;resorts; ross lake resort;breckenridge ski resort chair lift; utah ski resort accident

#### 4. Google Trends Industries USA - 2W Delta (2023-01-23, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Dress	-0.9%	2.9%	topics: topics: Clothing;Wedding;Cristina Pedroche; Frockqueries: dress;vestido pedroche 2023;missouri dress code dress code missouri house queries: queries: dress; dress code missouri house
Job	0.0%	2.7%	topics: Indeed queries: jobs
Garden	-2.6%	2.6%	topics: Botanical garden;Botany queries: garden; meditation garden graceland;garden hose problems; you were in the garden there were 34 people in the yard

## 6. Wikipedia - 2W Delta (2023-01-23, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
433	Southwest Airlines Co	en.wikipedia.org/wiki/Southwest_Airlines	2309	45.7%	23.2%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	4824	74.5%	16.2%
381	Seven & i Holdings Co Ltd		2698	18.6%	13.8%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	8744	68.3%	13.0%
196	Oriental Land Co Ltd		3663	45.6%	9.4%
947	LVMH	en.wikipedia.org/wiki/LVMH	30107	20.3%	9.0%
666	Oracle Corp	en.wikipedia.org/wiki/Oracle_Park	7363	4.5%	7.8%
306	Qantas Airways Ltd	en.wikipedia.org/wiki/Qantas	4033	31.6%	6.9%
311	International Consolidated Air	en.wikipedia.org/wiki/International_Airlines_Group	4651	22.2%	6.5%
432	American Airlines Group Inc	en.wikipedia.org/wiki/American_Airlines	4287	16.1%	6.1%
852	Goldman Sachs Group Inc	en.wikipedia.org/wiki/Goldman_Sachs	3026	30.0%	5.6%
292	World Wrestling Entertainment		3108	-3.5%	5.2%
430	Turk Hava Yollari AO		3042	28.3%	5.2%

## 7. Wikipedia Pages- 2W Delta (2023-01-23, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		<a href="https://en.wikipedia.org/wiki/Chippendales">en.wikipedia.org/wiki/Chippendales</a>	120832	481%	236%
		<a href="https://en.wikipedia.org/wiki/DC_Shoes">en.wikipedia.org/wiki/DC_Shoes</a>	11396	305%	62%
947	LVMH	<a href="https://fr.wikipedia.org/wiki/Bernard_Arnault">fr.wikipedia.org/wiki/Bernard_Arnault</a>	76627	96%	39%
381	Seven & i Holdings Co Ltd	<a href="https://en.wikipedia.org/wiki/7-Eleven">en.wikipedia.org/wiki/7-Eleven</a>	20106	18%	36%
		<a href="https://en.wikipedia.org/wiki/Kingdom_Hearts">en.wikipedia.org/wiki/Kingdom_Hearts</a>	15130	-11%	29%
		<a href="https://en.wikipedia.org/wiki/Vivienne_Westwood">en.wikipedia.org/wiki/Vivienne_Westwood</a>	22367	789%	28%
		<a href="https://en.wikipedia.org/wiki/WWE">en.wikipedia.org/wiki/WWE</a>	66594	41%	26%
132	Hasbro Inc	<a href="https://en.wikipedia.org/wiki/Hasbro">en.wikipedia.org/wiki/Hasbro</a>	19503	36%	25%
429	AirAsia Bhd	<a href="https://en.wikipedia.org/wiki/AirAsia">en.wikipedia.org/wiki/AirAsia</a>	13185	85%	25%
433	Southwest Airlines Co	<a href="https://en.wikipedia.org/wiki/Southwest_Airlines">en.wikipedia.org/wiki/Southwest_Airlines</a>	15454	70%	24%
		<a href="https://en.wikipedia.org/wiki/Flipkart">en.wikipedia.org/wiki/Flipkart</a>	113904	37%	22%
666	Oracle Corp	<a href="https://en.wikipedia.org/wiki/Larry_Ellison">en.wikipedia.org/wiki/Larry_Ellison</a>	25108	23%	17%
947	LVMH	<a href="https://fr.wikipedia.org/wiki/LVMH_-_Mo%C3%ABt_Hennessy_Louis_Vuitton">fr.wikipedia.org/wiki/LVMH_-_Mo%C3%ABt_Hennessy_Louis_Vuitton</a>	26789	24%	16%
502	Ubisoft Entertainment SA	<a href="https://en.wikipedia.org/wiki/Mythic_Quest">en.wikipedia.org/wiki/Mythic_Quest</a>	31394	97%	15%
		<a href="https://en.wikipedia.org/wiki/Erin_Brockovich">en.wikipedia.org/wiki/Erin_Brockovich</a>	35782	20%	14%
		<a href="https://en.wikipedia.org/wiki/Dior">en.wikipedia.org/wiki/Dior</a>	24298	42%	13%
866	BlackRock Inc	<a href="https://en.wikipedia.org/wiki/BlackRock">en.wikipedia.org/wiki/BlackRock</a>	60350	71%	13%
		<a href="https://en.wikipedia.org/wiki/Gloria_Vanderbilt">en.wikipedia.org/wiki/Gloria_Vanderbilt</a>	16850	3%	11%
		<a href="https://en.wikipedia.org/wiki/Michelin_Guide">en.wikipedia.org/wiki/Michelin_Guide</a>	20092	7%	11%
		<a href="https://en.wikipedia.org/wiki/Skyscanner">en.wikipedia.org/wiki/Skyscanner</a>	14277	46%	11%
		<a href="https://en.wikipedia.org/wiki/Hooters">en.wikipedia.org/wiki/Hooters</a>	8838	15%	11%
502	Ubisoft Entertainment SA	<a href="https://en.wikipedia.org/wiki/Ubisoft">en.wikipedia.org/wiki/Ubisoft</a>	25330	-10%	11%
		<a href="https://en.wikipedia.org/wiki/Blackwater_(company)">en.wikipedia.org/wiki/Blackwater_(company)</a>	22180	49%	9%
458	Volkswagen AG	<a href="https://en.wikipedia.org/wiki/Lamborghini">en.wikipedia.org/wiki/Lamborghini</a>	34651	59%	8%
311	International Consolidated Air	<a href="https://en.wikipedia.org/wiki/British_Airways">en.wikipedia.org/wiki/British_Airways</a>	18941	14%	7%
363	Sony Corp	<a href="https://en.wikipedia.org/wiki/PlayStation_3">en.wikipedia.org/wiki/PlayStation_3</a>	58339	20%	7%
		<a href="https://en.wikipedia.org/wiki/Subway_(restaurant)">en.wikipedia.org/wiki/Subway_(restaurant)</a>	14212	7%	6%
		<a href="https://en.wikipedia.org/wiki/Delta_Air_Lines">en.wikipedia.org/wiki/Delta_Air_Lines</a>	26358	27%	6%
306	Qantas Airways Ltd	<a href="https://en.wikipedia.org/wiki/Qantas">en.wikipedia.org/wiki/Qantas</a>	14583	28%	6%
852	Goldman Sachs Group Inc	<a href="https://en.wikipedia.org/wiki/Goldman_Sachs">en.wikipedia.org/wiki/Goldman_Sachs</a>	22304	31%	6%
		<a href="https://en.wikipedia.org/wiki/Indeed">en.wikipedia.org/wiki/Indeed</a>	24548	28%	6%

## 7. Wikipedia Pages- 2W Delta (2023-01-23, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		<a href="https://en.wikipedia.org/wiki/Hybe_Corporation">en.wikipedia.org/wiki/Hybe_Corporation</a>	14950	1%	6%
1069	BAE Systems PLC	<a href="https://en.wikipedia.org/wiki/BAE_Systems">en.wikipedia.org/wiki/BAE_Systems</a>	15517	37%	6%
317	Singapore Airlines Ltd	<a href="https://en.wikipedia.org/wiki/Singapore_Airlines">en.wikipedia.org/wiki/Singapore_Airlines</a>	12272	26%	5%
		<a href="https://en.wikipedia.org/wiki/Aldi">en.wikipedia.org/wiki/Aldi</a>	21687	26%	5%
432	American Airlines Group Inc	<a href="https://en.wikipedia.org/wiki/American_Airlines">en.wikipedia.org/wiki/American_Airlines</a>	21685	17%	5%



## 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	<a href="https://www.instagram.com/p/CZ2qtN6j3KP">instagram.com/p/CZ2qtN6j3KP</a>	20.8%	364.8%	41.9%
59	Cedar Fair LP	<a href="https://www.instagram.com/p/Cb-wvONISi8">instagram.com/p/Cb-wvONISi8</a> <a href="https://www.instagram.com/p/Cbfx1cVs82L">instagram.com/p/Cbfx1cVs82L</a> <a href="https://www.instagram.com/p/CcF7qtaspvz">instagram.com/p/CcF7qtaspvz</a>	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	<a href="https://www.instagram.com/p/Cb3Kn4Eq_9H">instagram.com/p/Cb3Kn4Eq_9H</a>	11.8%	117.9%	9.1%
98	Etsy Inc		8.8%	141.8%	5.6%
115	Gap Inc	<a href="https://www.instagram.com/p/CbtEPWZuIAu">instagram.com/p/CbtEPWZuIAu</a> <a href="https://www.instagram.com/p/Ca7sKPDJlIS">instagram.com/p/Ca7sKPDJlIS</a> <a href="https://www.instagram.com/p/Cb-asabroW3">instagram.com/p/Cb-asabroW3</a>	2.6%	138.8%	5.3%

9. AppStore USA - 2W Delta (2023-01-21, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
205	Paychex Inc	Paychex Flex	260	6.9%	3.7%
722	Public Storage	Public Storage	276	10.6%	3.1%
149	Intuit Inc	QuickBooks Accounting	278	4.2%	3.0%
464	Fiat Chrysler Automobiles NV	Uconnect; Jeep®	307	4.4%	1.6%

10. AppStore Publishers USA - 2W Delta (2023-01-21, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club	19	23.2%	26.2%
189	Nike Inc	Nike: Shoes, Apparel, Stories	34	12.6%	15.6%
	T-Mobile		88	29.8%	2.7%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	91	34.0%	2.2%
	Chick-fil-A, Inc.	Chick-fil-A	87	24.1%	2.1%
	ADP, Inc	ADP Mobile Solutions	151	-0.4%	1.5%

#### 11. Online Retail Amazon - 2W Delta (2023-01-23, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
20	Apple Inc	694	34.5%	13.2%
526	General Mills Inc	776	-31.2%	10.2%
947	LVMH	375	36.9%	9.7%
427	Lenovo Group Ltd	1311	-4.2%	9.3%
66	Tapestry Inc	489	36.2%	6.9%
540	Logitech International SA	3660	39.3%	6.1%
426	Seiko Epson Corp	1433	0.5%	5.5%
663	Kimberly-Clark Corp	402	-17.8%	5.2%
959	Turtle Beach	2222	1.5%	5.1%
442	Shimano Inc	684	-3.5%	5.0%
238	Starbucks Corp	1955	3.4%	4.8%
268	Under Armour Inc	3567	-5.0%	4.8%
277	Vista Outdoor Inc	1143	-15.7%	4.2%
538	Fujifilm Holdings Corp	805	-11.2%	3.9%
189	Nike Inc	2114	45.3%	3.9%
362	Casio Computer Co Ltd	2753	-4.0%	3.7%
477	Panasonic Corp	457	-18.8%	3.3%
56	Carter's Inc	6310	8.7%	3.3%
364	Pioneer Corp	503	-0.4%	3.0%

## 12. Online Retail Walmart - 2W Delta (2023-01-23, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
233	Skechers USA Inc	5000	1,244.1%	290.4%
71	Crocs Inc	1274	393.8%	103.8%
203	Pandora A/S	217	3.3%	52.4%
6	Guess? Inc	193	72.3%	45.5%
456	Hankook Tire Co Ltd	133	11.8%	30.2%
290	Wolverine World Wide Inc	310	38.4%	29.0%
268	Under Armour Inc	1604	253.3%	19.4%
5	Puma SE	663	20.3%	15.7%
56	Carter's Inc	517	-28.6%	15.6%
958	Funko Inc	383	63.7%	14.7%
2	Mattel Inc	7679	25.5%	12.5%
111	Fossil Group Inc	714	11.4%	12.4%
202	Oxford Industries Inc	699	108.7%	9.6%
525	Campbell Soup Co	867	71.3%	9.3%
424	Samsung Electronics Co Ltd	3596	7.4%	7.8%
283	Whirlpool Corp	3848	1.0%	6.2%

**13. Online Retail Bestbuy - 2W Delta (2023-01-23, 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>
957	Capcom	234	12.0%	23.4%
903	Seagate Technology PLC	3818	32.2%	12.7%
537	Acer Inc	798	73.9%	11.2%
179	Capri Holdings Limited	369	476.6%	10.4%
505	Activision Blizzard Inc	405	-26.4%	9.1%
426	Seiko Epson Corp	2523	11.4%	7.2%
106	Fitbit Inc	869	-5.0%	7.1%
365	LG Electronics Inc	9847	10.3%	5.7%
152	iRobot Corp	1014	8.8%	4.7%
906	Western Digital Corp	4994	-23.6%	4.6%
475	Sharp Corp	824	-27.2%	4.1%
502	Ubisoft Entertainment SA	1418	10.5%	3.1%

**14. Job Listings - 2W Delta (2023-01-23, 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>
692	Wells Fargo & Co	5953	91.8%	106%
443	FedEx Corp	1738	22.5%	70%
642	NextEra Energy Inc	929	40.4%	69%
1180	Telefonica Deutschland Holding	698	40.2%	55%
1128	HeidelbergCement AG	247	13.7%	49%
1090	Deutsche Bank AG	2922	100.0%	48%
207	Pets at Home Group PLC	449	32.6%	44%
518	Chocoladefabriken Lindt & Spru	335	37.0%	43%
1381	Travis Perkins PLC	167	5.2%	39%
37	Bojangles Inc	2307	17.6%	37%
183	Monro Inc	1417	59.8%	37%
41	Brookdale Senior Living Inc	2675	-32.3%	35%
1022	Muenchener Rueckversicherungs	556	-38.4%	35%
971	Linde PLC	828	62.6%	34%
1108	Knorr Bremse AG	584	66.7%	34%
1457	Altran Technologies SA	1380	-33.9%	33%
1264	Eurofins Scientific SE	1766	5.2%	32%
1023	Vivendi SA	206	19.9%	32%
965	BP PLC	1333	69.4%	31%
1052	UniCredit SpA	377	39.7%	29%
843	Ameren Corp	197	41.5%	29%
663	Kimberly-Clark Corp	737	11.5%	29%
1380	Trelleborg AB	220	27.6%	27%
586	American Electric Power Compan	154	24.2%	24%
1186	Centrica PLC	134	-19.0%	24%
149	Intuit Inc	4453	29.8%	24%
164	L Brands Inc	1560	-66.2%	24%
854	Moody's Corp	515	-46.7%	23%
963	HSBC Holdings PLC	2089	-5.8%	23%
1025	Amadeus IT Group SA	520	3.6%	21%

15. Employee Company Ratings - 2W Delta (2023-01-23, 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
506	TUI AG	1627	0.0%	12.4%	2.0%	0.0%	Outlook
587	Hess Corp	1176	1.3%	6.8%	1.8%	0.0%	Outlook
1514	Atmos Energy Corp	555	0.4%	5.2%	1.1%	0.0%	Outlook