

ASTUTEX TRENDSPOTTING

October 03, 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
Polaroid Corporation	Photography company	5.8	30.4	topics: Polaroid
Federal Emergency Management Agency	Insurance company	-31.9	24.4	topics: Flood;Fort Myers;Flood insurance; Hurricane
Canada Goose	Clothing company	15.6	23.2	topics: Down jacket;Jacket; Winter clothing
Coterie Inc.	Company	155.6	22.2	topics: Diaper
Google Store	Hardware store company	70.1	19.9	topics: Pixel
Blizzard Entertainment	Video game company	-19.3	17.1	topics: Call of Duty: Modern Warfare 2; Overwatch queries: mw2 beta pc
Dell Financial Services LLC	Company	33.4	16.4	topics: Financial services
EVA Air	International airline	194.0	13.7	topics: All Nippon Airways
UGG	Fashion company	16.6	13.5	topics: Telfar;Down jacket;Boot;Slipper; UGG Tasman queries: telfar;telfar bag; toddler girl boots;walking boots; ugg slippers tasman
Barbour	Outerwear company	17.4	11.1	topics: Jacket
Epic!	Company	180.4	10.8	topics: Book;Toy theater; Accelerated Reader queries: chrome music
Naviance	Company	103.6	8.8	topics: Time limit
Sysco	Wholesale company	19.8	7.5	topics: Strike action
Zebra Technologies	Manufacturing company	13.3	5.9	topics: Label printer
Crocs	Footwear company	17.8	5.8	topics: Cars;Cars;UGG Tasman;Sandal;Clog
Imagine Easy Solutions, LLC	Company	59.8	4.7	topics: APA style;Citation; Modern Language Association; Google Scholar queries: how to cite a we; apa citation;cite a website; citation website

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

Company Name	Type	Pop. growth	Growth change	Related topics
FanDuel	Online gambling company	17.1	4.1	topics: discounts and allowances; Sports betting;Parlay;Proposition bet; Defensequeries: draftkings promo code; fanduel promo code;nfl bets;best nfl bets; betting spread queries: queries: draftki; betting spread
Uniqlo	Retail company	18.5	3.8	topics: Athleta
AMC Networks	Company	62.7	3.8	topics: Halloween;Halloween
All Nippon Airways	Airway	91.0	2.6	topics: Airline ticket queries: travel t
Japan Airlines	International airline	159.7	2.3	topics: All Nippon Airways
Niche	Company	31.8	2.2	topics: Food web
UnitedHealth Group	Insurance company	14.2	1.8	topics: Insurance;Broker; Medicare Advantage;Annual enrollment
Carhartt	Workwear company	14.2	1.7	topics: Coat;Jacket;Hoodie; Duster queries: flannel shirts
Bluebeam Software	Software company	35.6	1.6	topics: Markup
Pullman Company	Railroad company	45.3	1.5	topics: Trade union
Quizlet	Company	42.8	1.3	topics: Organization;Family; Pharmacology queries: what is genetic te; brand equity
Scholastic Corporation	Publishing company	43.8	1.1	topics: News;Book;Scholastic; Scholastic Book Fairs queries: scholasti; scholastic book club
Mango	Outlet store company	38.4	1.0	topics: Outlet store
Progressive Corporation	Insurance company	12.2	1.0	topics: Vehicle insurance;Insurance; Flood insurance
The Walt Disney Company	Mass media company	14.9	0.9	topics: Amusement park;Cars; Orlando International Airport; Disney queries: disney world; orlando airport;disney theme parks

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

Company Name	Type	Pop. growth	Growth change	Related topics
Cigna	Insurance company	12.6	0.5	topics: topics: Career;Broker; Medicare Advantage;Annual enrollment; Underwriting queries:
Highmark	Healthcare company	35.2	0.5	topics: Medicare Advantage
Funding	Film company role or service	10.6	0.4	topics: Mutual fund;Disadvantaged; Nonprofit organization;Investment fund; Pension
NetSuite	Enterprise software company	52.8	0.4	topics: Enterprise resource planning; Customer relationship management
Sorel	Company	13.1	0.1	topics: Boot;Hiking boot;Snow boot; Dr. Martens

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1031	Credit Suisse Group AG	2022-10-10	198%	200%
828	Boston Properties Inc	2022-10-10	48%	50%
1337	Castellum AB	2022-10-10	67%	27%
1172	Aegon NV	2022-10-10	36%	17%
1437	Close Brothers Group PLC	2022-10-10	38%	15%
182	Moncler SpA	2022-10-10	7%	13%
1345	Hera SpA	2022-10-10	62%	11%
1316	A2A SpA	2022-10-10	67%	11%
1271	Kion Group AG	2022-10-10	11%	11%
915	DISH Network Corp	2022-10-10	3%	11%
1405	Interpump Group SpA	2022-10-10	4%	10%
400	Hero MotoCorp Ltd	2022-10-10	25%	8%
451	Autodesk Inc	2022-10-10	23%	7%
67	Columbia Sportswear Co	2022-10-10	14%	6%
573	Intel Corp	2022-10-10	22%	6%
846	Sealed Air Corp	2022-10-10	14%	5%
1044	Endesa SA	2022-10-10	30%	5%
1038	Naturgy Energy Group SA	2022-10-10	37%	4%
1250	LEG Immobilien AG	2022-10-10	-5%	4%
1004	Relx PLC	2022-10-10	16%	3%
1010	Banco Bilbao Vizcaya Argentari	2022-10-10	12%	3%
1251	Mediobanca Banca di Credito Fi	2022-10-10	17%	3%
78	Deckers Outdoor Corp	2022-10-10	30%	3%
196	Oriental Land Co Ltd	2022-10-10	64%	3%
1216	Mapfre SA	2022-10-10	11%	2%
1205	Randstad NV	2022-10-10	-5%	2%
1008	Schneider Electric SE	2022-10-10	8%	2%
984	Enel SpA	2022-10-10	21%	1%
713	Edison International	2022-10-10	13%	1%
1151	Polskie Gornictwo Naftowe i Ga	2022-10-10	46%	1%
1272	Sofina SA	2022-10-10	31%	1%
1055	E.ON SE	2022-10-10	51%	1%
1330	Nemetschek SE	2022-10-10	11%	1%
1141	Terna Rete Elettrica Nazionale	2022-10-10	2%	1%
964	Total SA	2022-10-10	81%	1%

3. Google Trends Industries World - 2W Delta (2022-10-10, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Stock market	6.6%	1.9%	topics: Market;Stock;Columbus Day queries: stock; stock market;market;is the stock market open on columbus day; zero hedge; dow jones stocks market futures queries: queries: stock; dow jones stocks market futures
Smartwatch	18.0%	1.9%	topics: Watch;Apple Watch SE;Google Fi; Men's Watch queries: smart watch;smartwatch; carbonox smart watch;luxury smartwatch; android smart watches for men
Headphones	11.2%	1.8%	topics: Bluetooth;Headset;Wireless queries: headphones; swift pods headphones;why are my headphones so quiet; auricular surface
Leggins	-9.2%	1.8%	topics: Woman;Tights;Clothing queries: leggings; walmart faux leather leggings;yitty leggings; abercrombie and fitch
Video card	-0.9%	1.7%	topics: Nvidia;Personal computer;Graphics processing unit; Cooler queries: graphics;graphics card;4090 graphics card; rtx 4090;radeon rx 6800 xt
Payment	12.3%	1.7%	topics: Invoice;Credit;Tax queries: pay;payment
Electronics	10.1%	1.7%	topics: Email;Recycling;Good manufacturing practice; Initial public offering;Ballot box queries: electronic; electronics mart ipo;electronics mart india ipo; electronics mart ipo gmp
Electronics	10.1%	1.7%	topics: Email;Recycling;Good manufacturing practice; Initial public offering;Ballot box queries: electronic; electronics mart ipo;electronics mart india ipo; electronics mart ipo gmp
Brand	11.8%	1.6%	topics: Name;Clothing queries: brand;brands;splatoon 3 brands; which color character did m&m's add to the brand's lineup th; canadian fashion brand crossword
sweater	-3.8%	1.6%	topics: Sweater queries: hoodie
Hoodie	-3.8%	1.6%	topics: Sweater queries: hoodie

3. Google Trends Industries World - 2W Delta (2022-10-10, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Watch	7.2%	1.6%	topics: topics: Apple Watch; Monday Night Footballqueries: watch; rick and morty season 6 episode 2; rick and morty season 6 episode 2 watch online; where to watch canelo vs ggg queries: queries: watch; where to watch canelo vs ggg
Watches	7.2%	1.6%	topics: Apple Watch;Monday Night Football queries: watch; rick and morty season 6 episode 2; rick and morty season 6 episode 2 watch online; where to watch canelo vs ggg
Washing machine	2.6%	1.6%	topics: Washing;Machine;Clothes dryer queries: washer; active washer tablets; whirlpool washing machine top load cleaning

4. Google Trends Industries USA - 2W Delta (2022-10-10, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Down jacket	21.1%	12.0%	topics: Jacket;The Children's Place;Burlington; Flannel queries: puffer;jacket;puffer jacket; north face sherpa puffer;itwasu;hollister puffer jacket
Air Conditioner	12.2%	10.0%	topics: Air conditioning queries: air conditioner;ac; winia air conditioner 5,000 btu reviews; lg air conditioner 12,000 btu home depot; 8,000 btu air conditioner near me
Trench coat	11.3%	7.2%	topics: Coat;Woman;Man;Down jacket;Top;Duster queries: trench; trench coat;pea coat;carmen sandiego;totem pole trench
Snow boot	-15.4%	7.0%	topics: Boot;Cabela's;Combat;Salomon queries: winter boots; snow boots;crocs snow boots;tj maxx;sierra trading post
Clog	55.5%	7.0%	topics: Birkenstock;Sonoma queries: clogs;clog;birkenstock; chaco clog;hermes clogs;doc marten carlson
Jacket	4.2%	3.8%	topics: Woman;Man;Leather queries: jacket;david martinez jacket; stussy fleece jacket;cow print north face jacket
Slipper	9.2%	3.6%	topics: UGG;Ugg boots;Woman queries: slippers; michael kors slippers;heated slippers; birkenstock slippers women
Investment fund	-4.1%	3.5%	topics: Mutual fund queries: fund;funds; american funds money market;att stock price; ray dalio hedge fund
Camera	13.0%	3.1%	topics: Security Camera;Security;Cape Coral;Fort Myers Beach; Sanibel Island queries: camera;hurricane ian live cam; live cam hurricane ian;fort myers live beach cam; tampa live cam
Coat	0.8%	2.8%	topics: Woman;Winter;Winter Coat queries: coat
Leggins	-8.5%	2.6%	topics: Woman;Tights;Clothing queries: leggings; walmart faux leather leggings;yitty leggings; abercrombie and fitch

4. Google Trends Industries USA - 2W Delta (2022-10-10, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Computer security	15.9%	2.4%	topics: topics: Security;queries: security;cyber security; uber security breach;cyber security audit; avast security suite queries: queries: security; avast security suite
Road	10.2%	2.2%	topics: Road trip;Distance;Bicycle;Popular, Inc.;Match; 2020-21 Road Safety World Series queries: road; road safety live score;road of naruto; cars on the road happy meal
Tax	-7.4%	2.2%	topics: Property;Property tax;Income queries: tax; va tax rebate 2022;va tax rebate; www.nj.gov/treasury/taxation/anchor/home.shtml
Boots	-0.2%	2.2%	topics: Woman;Man queries: boots;ron desantis boots; ugg sock boots
Airport	17.0%	2.1%	topics: Flight;International airport;Parking queries: airport; orlando airport hurricane ian;miami airport hurricane ian; is orlando airport open
Outlet store	-9.1%	2.1%	topics: Shopping mall;Coach;Tapestry queries: outlet; outlet store cerca de mi;outlets store goodwill; outlet support goodwill
Suitcase	17.4%	2.0%	topics: Baggage;Travel;Hand luggage;Royal family; World Dairy Expo;Crying queries: suitcase; small suitcases crossword;some small suitcases crossword; some small suitcases crossword clue
Stock market	6.7%	1.9%	topics: Market;Stock;Columbus Day queries: stock;stock market; market;is the stock market open on columbus day;zerohedge; dow jones stocks market futures
Robotics	42.3%	1.8%	topics: Robot;Ticker symbol;GitHub queries: robotics; nala robotics;robotics club challenge crossword; nimble robotics
Watch	6.5%	1.8%	topics: Apple Watch;Monday Night Football queries: watch; rick and morty season 6 episode 2; rick and morty season 6 episode 2 watch online; where to watch canelo vs ggg
Watches	6.5%	1.8%	topics: Apple Watch;Monday Night Football queries: watch; rick and morty season 6 episode 2; rick and morty season 6 episode 2 watch online; where to watch canelo vs ggg

4. Google Trends Industries USA - 2W Delta (2022-10-10, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Nutrition	7.2%	1.6%	topics: topics: Nutrition facts labelqueries: nutrition; delicata squash nutrition queries: queries: nutrition; delicata squash nutrition
Musical Instrument	16.1%	1.6%	topics: Music;Mallet queries: instrument;instruments; instrument played with a mallet; simple wind instruments crossword clue;simple wind instrument
3D Computer graphics	13.1%	1.5%	topics: 3D modeling;model queries: 3d;3d car gif;car gif; 3d avatar movie

5. Website Traffic - 2W Delta (2022-10-08, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
497	Jeronimo Martins SGPS SA	1.858769	145%	81%
257	Tobii AB	1.704000	83%	50%
431	Eva Airways Corp	6.813615	255%	24%
324	Vipshop Holdings Ltd	21.585923	120%	24%
468	Asahi Group Holdings Ltd	3.924692	65%	23%
505	Activision Blizzard Inc	203.374846	64%	18%
208	Piaggio & C SpA	4.363384	132%	18%
607	Advanced Micro Devices Inc	100.062923	132%	16%
79	De Longhi SpA	8.482307	28%	15%
290	Wolverine World Wide Inc	5.764846	63%	11%
195	Ocado Group PLC	9.723923	159%	10%
71	Crocs Inc	9.605307	65%	9%
407	Kikkoman Corp	6.064615	81%	8%
416	Beiersdorf AG	1.395000	40%	8%
549	Coca-Cola Co	5.832461	35%	8%
350	Mitsubishi Motors Corp	1.673000	18%	7%
382	Lawson Inc	8.733692	91%	7%
89	Dunelm Group PLC	10.242153	104%	6%
844	ANSYS Inc	5.320153	59%	6%
810	Lockheed Martin Corp	4.633461	23%	6%
219	Rent-A-Center Inc	1.302153	3%	6%
469	Sapporo Holdings Ltd	1.707461	62%	5%
203	Pandora A/S	10.740846	30%	5%
946	Cracker Barrel Old Country Sto	2.395000	48%	5%

6. Wikipedia - 2W Delta (2022-10-10, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
356	Kirin Holdings Co Ltd	en.wikipedia.org/wiki/Kirin_Company	4735	11.9%	18.2%
164	L Brands Inc		4809	160.5%	17.1%
1169	Uniper SE	en.wikipedia.org/wiki/Uniper	3760	132.8%	16.8%
328	Yamaha Corp	en.wikipedia.org/wiki/Yamaha_Corporation	2310	9.0%	10.0%
346	Porsche Automobil Holding SE	en.wikipedia.org/wiki/Porsche	4766	7.5%	8.7%
114	GameStop Corp	en.wikipedia.org/wiki/GameStop_short_squeeze	3140	-16.5%	7.9%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	14291	3.3%	5.7%
607	Advanced Micro Devices Inc	en.wikipedia.org/wiki/Advanced_Micro_Devices	2574	-5.1%	5.5%
390	Nintendo Co Ltd	en.wikipedia.org/wiki/Super_Nintendo_World	7205	-12.3%	5.4%
194	NVIDIA Corp	en.wikipedia.org/wiki/Nvidia	3900	-3.0%	5.1%

7. Wikipedia Pages- 2W Delta (2022-10-08, 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	45103	55,991%	9,463%
1169	Uniper SE	en.wikipedia.org/wiki/Nord_Stream	93080	193%	87%
2	Mattel Inc	en.wikipedia.org/wiki/Mattel	38283	1,077%	80%
356	Kirin Holdings Co Ltd	en.wikipedia.org/wiki/XXXX_Gold	35776	102%	52%
		en.wikipedia.org/wiki/Karl_Lagerfeld	55330	79%	27%
		en.wikipedia.org/wiki/Big_Mac_Index	22805	60%	19%
391	Electronic Arts Inc	en.wikipedia.org/wiki/Need_for_Speed	51719	-3%	14%
110	Ford Motor Co	en.wikipedia.org/wiki/Ford_v_Ferrari	57800	-10%	13%
536	Monster Beverage Corp	en.wikipedia.org/wiki/Monster_Energy	9404	58%	11%
		en.wikipedia.org/wiki/Uniqlo	13797	29%	10%
549	Coca-Cola Co	en.wikipedia.org/wiki/The_Coca-Cola_Company	19179	5%	9%
		en.wikipedia.org/wiki/Purdue_Pharma	12341	113%	7%
346	Porsche Automobil Holding SE	en.wikipedia.org/wiki/Porsche	22495	10%	7%
458	Volkswagen AG	en.wikipedia.org/wiki/Porsche	22495	10%	7%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/World_of_Warcraft	24285	4%	7%
		en.wikipedia.org/wiki/Alexa_Internet	15376	158%	7%
189	Nike Inc	en.wikipedia.org/wiki/Nike%2C_Inc.	40707	21%	6%
		en.wikipedia.org/wiki/Vegemite	11107	13%	6%
		en.wikipedia.org/wiki/UKG	26723	192%	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	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 (2022-10-08, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
929	Facebook Inc	Instagram; WhatsApp Messenger	23	34.1%	24.0%
859	Alphabet Inc	Google; YouTube: Watch, Listen, Stream; Google Maps	25	35.4%	22.9%
187	Netflix Inc	Netflix	43	20.3%	19.6%
1477	Twitter Inc	Twitter	47	20.4%	18.4%
945	Shopify Inc	Shop: All your favorite brands	64	18.3%	12.7%
206	PayPal Holdings Inc	Venmo; PayPal - Send, Shop, Manage; PayPal Honey: Coupons, Rewards	116	15.2%	12.1%
551	Walt Disney Co	Disney+; My Disney Experience; Disneyland®	219	6.8%	11.5%
238	Starbucks Corp	Starbucks	79	21.8%	11.3%
16	Amazon.com Inc	Amazon Shopping; Amazon Prime Video; Ring - Always Home	78	22.7%	10.4%
296	Yelp Inc	Yelp: Food, Delivery & Reviews	104	4.9%	10.3%
547	JPMorgan Chase & Co	Chase Mobile®: Bank & Invest	89	18.5%	10.1%
812	Capital One Financial Corp	Capital One Mobile	84	29.9%	10.0%
785	CBS Corp	Paramount+; CBS	186	17.1%	8.7%
955	Take Two Interactive	Two Dots	299	11.0%	7.3%
62	Chegg Inc	Chegg Study - Homework Help	269	14.9%	7.2%
175	McDonald's Corp	McDonald's; McDonald's Offers and Delivery; McDonald's - Non-US	203	5.4%	7.0%
890	Viacom Inc	Pluto TV - Live TV and Movies; Noggin Preschool Learning App	255	15.7%	6.2%
391	Electronic Arts Inc	Plants vs. Zombies™ 2; FIFA Soccer	299	8.8%	5.8%
747	Comcast Corp	Xfinity; Universal Studios Hollywood™; Universal Orlando Resort™	223	10.3%	5.3%
432	American Airlines Group Inc	American Airlines	93	43.5%	5.1%
563	Bank of America Corp	Bank of America Mobile Banking	138	5.0%	4.6%
390	Nintendo Co Ltd	Nintendo Switch Online	275	15.5%	4.6%
989	Bayerische Motoren Werke AG	My BMW	262	5.5%	3.6%
155	JD Sports Fashion PLC	JD Sports: Exclusive rewards	361	3.0%	3.2%
293	Wyndham Worldwide Corp	Wyndham Hotels & Resorts	281	2.6%	3.1%
507	InterContinental Hotels Group PLC	IHG Hotels & Rewards	253	3.7%	3.1%

9. AppStore USA - 2W Delta (2022-10-08, 13weeks YoY) (Part 2)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
59	Cedar Fair LP	Cedar Point	311	10.9%	2.9%
25	Avis Budget Group Inc	Avis - Car Rental; Budget – Car Rental	285	5.2%	2.9%
129	Haier Electronics Group Co Ltd	SmartHQ	279	24.5%	2.8%
132	Hasbro Inc	World of Peppa Pig: Kids Games; D&D Beyond	283	17.1%	2.7%
849	Aetna Inc	Aetna Health	252	13.4%	2.3%
321	United Continental Holdings Inc	United Airlines	112	30.7%	2.3%
567	Procter & Gamble Co	Oral-B	339	13.4%	2.1%
348	Nissan Motor Co Ltd	NissanConnect® Services	364	3.2%	2.0%
462	Mazda Motor Corp	MyMazda	365	7.5%	1.8%
227	SeaWorld Entertainment Inc	SeaWorld; Busch Gardens	265	22.0%	1.6%
1417	Signify NV	Philips Hue	301	17.0%	1.6%
458	Volkswagen AG	myVW; myAudi	373	1.7%	1.5%
761	Express Scripts Holding Co	Express Scripts	318	18.2%	1.3%
277	Vista Outdoor Inc	Bushnell Golf Mobile	263	32.0%	1.1%

10. AppStore Publishers USA - 2W Delta (2022-10-08, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Domino's Pizza LLC	Domino's Pizza USA	116	-3.7%	8.9%
	Duolingo	Duolingo - Language Lessons	86	19.4%	6.8%
	ADP, Inc	ADP Mobile Solutions	169	-7.8%	4.8%
	DoorDash, Inc.	DoorDash - Food Delivery; DoorDash - Dasher	24	-3.2%	3.9%
	Lyft, Inc.	Lyft	52	-2.0%	3.9%
812	Capital One Financial Corp	Capital One Mobile	74	12.1%	3.5%
98	Etsy Inc	Etsy: Custom & Creative Goods	61	20.5%	3.2%
	Poshmark, Inc.	Poshmark: Buy & Sell Fashion	92	21.9%	2.8%
175	McDonald's Corp	McDonald's	17	12.0%	2.6%
	JPMorgan Chase & Co.	Chase Mobile®: Bank & Invest	80	3.9%	2.2%
	Glority Global Group Ltd.		142	17.4%	2.1%
	Ticketmaster	Ticketmaster-Buy, Sell Tickets	24	12.1%	1.9%
432	American Airlines Group Inc	American Airlines	85	38.4%	1.9%
296	Yelp Inc	Yelp: Food, Delivery & Reviews	95	-12.3%	1.6%
851	eBay Inc	eBay: The shopping marketplace	94	4.6%	1.6%

11. Online Retail Amazon - 2W Delta (2022-10-10, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
171	Luxottica Group SpA	1947	44.0%	12.9%
441	Bandai Namco Holdings Inc	571	17.2%	11.3%
528	Kraft Heinz Co	1060	28.6%	9.1%
264	Techtronic Industries Co Ltd	2413	94.8%	8.3%
6	Guess? Inc	505	132.7%	7.8%
956	Square Enix	898	2.2%	5.9%
538	Fujifilm Holdings Corp	739	8.4%	5.7%
26	Avon Products Inc	803	4.7%	4.8%
16	Amazon.com Inc	29974	29.6%	4.7%
955	Take Two Interactive	1428	3.1%	4.5%
268	Under Armour Inc	4841	29.3%	4.3%
476	Nikon Corp	706	-21.0%	4.3%
215	PVH Corp	831	-19.6%	4.1%
537	Acer Inc	1125	-18.1%	4.0%
442	Shimano Inc	457	-28.5%	3.6%
364	Pioneer Corp	411	17.8%	3.6%
958	Funko Inc	968	-37.1%	3.4%
663	Kimberly-Clark Corp	356	-37.4%	3.4%
601	H & R Block Inc	1179	37.4%	3.3%
615	Colgate-Palmolive Co	1252	5.4%	3.2%
903	Seagate Technology PLC	675	-25.1%	3.2%
106	Fitbit Inc	2732	34.8%	3.0%

12. Online Retail Walmart - 2W Delta (2022-10-10, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
958	Funko Inc	329	19.2%	17.8%
476	Nikon Corp	244	4.7%	16.2%
212	Prada SpA	497	300.8%	15.3%
233	Skechers USA Inc	1777	-33.4%	14.4%
541	HP Inc	4299	4.5%	8.7%
250	Tempur Sealy International Inc	434	59.0%	8.0%
959	Turtle Beach	965	0.2%	7.1%
477	Panasonic Corp	497	3.5%	5.5%

13. Online Retail Bestbuy - 2W Delta (2022-10-10, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
362	Casio Computer Co Ltd	1152	30.3%	12.6%
116	Garmin Ltd	2413	128.9%	6.2%
122	GoPro Inc	519	2.4%	5.2%

14. Job Listings - 2W Delta (2022-10-10, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1464	ams AG	762	100.0%	200%
1184	Santander Bank Polska SA	1753	79.0%	74%
1010	Banco Bilbao Vizcaya Argentari	926	100.0%	70%
1052	UniCredit SpA	560	100.0%	61%
1313	Securitas AB	6656	42.0%	46%
862	Agilent Technologies Inc	1151	24.5%	45%
1247	Smiths Group PLC	283	49.7%	44%
596	Bank of New York Mellon Corp	5630	100.0%	44%
1363	Rheinmetall AG	1491	82.6%	41%
993	Iberdrola SA	355	15.0%	40%
910	J B Hunt Transport Services In	1246	30.8%	38%
894	Mid-America Apartment Communit	297	25.4%	38%
1210	Commerzbank AG	554	-4.1%	34%
544	Broadcom Ltd	240	30.0%	34%
40	Brinker International Inc	14067	-7.1%	33%
581	International Paper Co	679	31.6%	31%
84	Dollarama Inc	502	-27.6%	31%
140	Home Depot Inc	21307	27.4%	30%
1237	William Demant Holding A/S	355	32.8%	29%
317	Singapore Airlines Ltd	228	66.7%	29%
1139	Dassault Aviation SA	351	61.6%	29%
1248	Baloise Holding AG	253	34.9%	29%
1554	Zebra Technologies Corp	475	0.1%	28%
1166	Stora Enso Oyj	254	42.5%	27%
965	BP PLC	1755	69.4%	26%
969	Novo Nordisk A/S	1209	88.1%	25%
509	Companhia Brasileira de Distri	112	-0.7%	25%
765	Fifth Third Bancorp	1135	66.0%	24%
669	Leucadia National Corp	141	-29.8%	24%
1246	AB SKF	285	43.6%	23%

15. Employee Company Ratings - 2W Delta (2022-10-10, 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
742	WEC Energy Group Inc	375	-0.4%	8.4%	0.5%	0.0%	Outlook
1333	DiaSorin SpA	210	1.7%	8.0%	0.0%	0.0%	Outlook
627	Cboe Global Markets Inc	222	0.7%	8.0%	1.0%	0.0%	Outlook
1063	Schindler Holding AG	1855	7.1%	3.0%	4.2%	0.0%	Rating
461	Subaru Corp	268	0.8%	6.8%	2.0%	0.0%	Outlook
673	Loews Corp	1379	1.7%	6.0%	4.2%	0.0%	Outlook
1185	Covestro AG	551	0.8%	5.8%	1.1%	0.0%	Outlook
108	Flight Centre Travel Group Ltd	2465	3.7%	5.0%	1.9%	0.0%	Outlook