

# **ASTUTEX TRENDSPOTTING**

**August 29, 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
Nelnet	Financial services company	200.00	156.06	topics: Student financial aid in the Uni; Student queries: student loan payments
EdFinancial Services	Company	286.36	136.36	topics: Student financial aid in the Uni
mySchoolBucks, LLC	Company	142.44	45.47	queries: lunch application
Bugatti	Automobile company	71.86	25.33	topics: Andrew Tate
Royal Bank of Scotland	Retail banking company	106.49	22.76	topics: Absorption queries: standard dri
LILYSILK Bedding Inc.	Company	34.83	22.22	topics: Silk
Saxenda	Drug brand	50.65	12.08	queries: mounjaro weight loss
Sanrio	Company	124.08	11.70	topics: Wallpaper
A Bathing Ape	Company	18.83	4.77	topics: Hoodie;Shirt;Down jacket
Birkenstock	Company	16.76	4.73	topics: Birkenstock;Clog; Birkenstock Boston;Sandal;Taupe; Buckle queries: birkenstock; birkenstock clog;boston clogs; boston birkenstock; birkenstock boston clog
Klein Tools	Manufacturing company	21.80	3.94	topics: Tool
NetSuite	Computer software company	49.46	2.60	topics: NetSuite; Enterprise resource planning
National General Insurance	Insurance company	14.81	2.03	topics: Vehicle insurance
The Hartford	Insurance company	20.73	1.51	topics: Vehicle insurance
Kwikset	Company	22.25	0.81	topics: Electronic lock queries: electro
PowerSchool	Company	37.29	-1.42	topics: Student
Atrium Health	Health care company	24.53	-1.51	topics: Health care
Verona Pharma	Company	31.64	-2.69	topics: Pharmaceutical industry
Skyward	Company	21.97	-5.33	queries: free lunch application; lunch application

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

Company Name	Type	Pop. growth	Growth change	Related topics
Bentgo	Company	74.92	-13.77	topics: Lunch

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
386	BIM Birllesik Magazalar AS	2022-08-28	30%	8%
452	Synopsys Inc	2022-08-28	51%	4%
214	PriceSmart Inc	2022-08-28	27%	-1%
424	Samsung Electronics Co Ltd	2022-08-28	17%	-2%

### 3. Google Trends Industries World - 2W Delta (2022-08-29, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Action camera	27.5%	3.1%	topics: Camera;Republic of Gamers;iPad Pro (3rd generation); Audio-Technica queries: action camera;dell xps 15 all in one; logitech harmony;google home hub
Tax	6.2%	2.7%	topics: Property;Property tax;Sales tax;Shakira; Inflation queries: tax;shakira tax;shakira tax fraud; shakira tax evasion
Skin care	3.1%	2.5%	topics: Skin;Laurens; Brooklyn and Bailey McKnight queries: skincare;skin care; itk skincare;laurens skin care
Jewelry design	-2.4%	2.2%	topics: Jewellery;Design;Bracelet;famous; Gift queries: jewelry designers;jewellery;jewellery design; scherzhaft katze;scherzhaft katze mit 8 buchstaben;
PC	9.6%	2.2%	topics: Video game;Download;Computer;Fantasy queries: pc; tower of fantasy pc;tower of fantasy
Health Insurance	0.5%	2.1%	topics: Health;Insurance queries: insurance;insurance health
Life Insurance	-0.5%	2.1%	topics: Insurance;Life queries: insurance;life insurance; 500 000 life insurance policy; how many jobs are available in finance; wilcac life insurance company
Airline	38.6%	2.0%	topics: Flight;Alaska;Alaska Airlines queries: airlines
Vacation rental	-24.7%	2.0%	topics: Rent;Vacation queries: vacation rentals;ferienwohnung; cabin;whimstay vacation rentals
Application software	7.1%	2.0%	topics: Mobile app queries: application;cps apps;pbis apps; naviance
Food processor	-12.1%	1.9%	topics: Food;No Man's Sky;Food mill; Food processing queries: food processor;aldi food chopper; hand held food processor;nutramilk nut processor

### 3. Google Trends Industries World - 2W Delta (2022-08-29, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Vehicle Insurance	-10.9%	1.8%	topics: topics: Insurancequeries: insurance; insurance car queries: queries: insurance;insurance car
Video card	-6.6%	1.8%	topics: Personal computer;Nvidia;Video game;Signal; Spider-Man queries: graphics card;graphics card tier list; top graphics cards 2022;graphics card rankings
Moisturizer	9.5%	1.8%	topics: Cream;Face;Skin queries: moisturizer;aberration; best moisturizer for tattoos; cetaphil gentle clear mattifying acne moisturizer
Weight loss	-4.7%	1.7%	topics: Diet;Calorie;Fasting queries: weight loss; chrissy metz weight loss 2022
Computer security	23.4%	1.6%	topics: Security queries: security;cyber security; iphone security update;iphone security breach; cyber security salary chicago
Home appliance	-2.3%	1.6%	topics: Home repair;used;Refrigerator queries: appliance; appliances;appliance parts near me open today; strafford appliance;san-diego-appliance-repair
PC Games	8.2%	1.5%	topics: Video game;Personal computer; Grand Theft Auto: Chinatown Wars;DualShock; World War II queries: pc;games;pc games;bike games pc; must play pc games;dune pc game
Desktop PC	15.1%	1.5%	topics: Computer;Remote desktop software queries: desktop; micro center
Desktop Computer	15.1%	1.5%	topics: Computer;Remote desktop software queries: desktop; micro center
Insurance	1.2%	1.5%	topics: Vehicle insurance;Health insurance; Health queries: insurance
Air Conditioner	-3.2%	1.5%	topics: Air conditioning queries: air conditioner; comfort aire portable air conditioner

### 3. Google Trends Industries World - 2W Delta (2022-08-29, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Payment	8.7%	1.5%	topics: topics: Credit;Invoice;Credit cardqueries: pay; payment queries: queries: pay;payment
Workflow	26.4%	1.4%	topics: Management;Workflow management system;GitHub; User interface;Documentation;Authentication queries: workflow
Camping	-4.7%	1.4%	topics: Campsite queries: camping;camping world statesville; colorado camp fire



#### 4. Google Trends Industries USA - 2W Delta (2022-08-29, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Action camera	156.4%	14.3%	topics: Camera;Republic of Gamers;iPad Pro (3rd generation); Audio-Technica queries: action camera;dell xps 15 all in one; logitech harmony;google home hub
Clog	28.5%	8.4%	topics: Birkenstock;Shoes;Bulgaria;Leopard; Ugg boots queries: clogs;clog;journeys;dolce vita clogs; destructive insect crossword clue
Tax	-14.7%	6.8%	topics: Property;Property tax;Sales tax;Shakira; Inflation queries: tax;shakira tax;shakira tax fraud; shakira tax evasion
Airline	28.3%	5.0%	topics: Flight;Alaska;Alaska Airlines queries: airlines
Life Insurance	6.9%	5.0%	topics: Insurance;Life queries: insurance;life insurance; 500 000 life insurance policy; how many jobs are available in finance; wilcac life insurance company
Snow boot	-28.1%	4.8%	topics: Boot;Winter Coat;ADIDAS;Ankle queries: winter boots; snow boots;botas de invierno para mujer; sorel winter boots women
Computer security	13.5%	4.5%	topics: Security queries: security;cyber security; iphone security update;iphone security breach; cyber security salary chicago
Investment	-0.3%	3.9%	topics: Stock;Bank;Real Estate queries: investment; cetera investment services;digital real estate investing;drll
Athleisure	21.1%	3.8%	topics: Clothing;Man;Woman queries: athleisure
Food processor	5.3%	3.8%	topics: Food;No Man's Sky;Food mill; Food processing queries: food processor;aldi food chopper; hand held food processor;nutramilk nut processor
Leggins	-16.5%	3.6%	topics: Clothing;Tights;lululemon queries: leggings; tuff athletics leggings;yoga pants vs leggings;gaiam leggings

#### 4. Google Trends Industries USA - 2W Delta (2022-08-29, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Slip-on shoe	20.7%	3.6%	topics: topics: Shoes;Woman;Manqueries: loafers;slip on;shoes;loft;shoe stores near me queries: queries: loafers; shoe stores near me
Non-alcoholic drink	24.9%	3.6%	topics: Drink;Beer;Low-alcohol beer;Low-carbohydrate diet;Pumpkin ale;Epicurious queries: non alcoholic; non alcoholic beer list; non alcoholic drinks to order at a bar;non alcohol mouthwash
Payment	1.7%	3.6%	topics: Credit;Invoice;Credit card queries: pay;payment
Slipper	6.2%	3.5%	topics: UGG;Woman;Man queries: slippers;my slippers for women;ugg cow print slippers;hey dude shoes
Jewelry design	-12.3%	3.5%	topics: Jewellery;Design;Bracelet;famous;Gift queries: jewelry designers;jewellery;jewellery design;scherzhaft katze;scherzhaft katze mit 8 buchstaben;
Down jacket	5.0%	3.2%	topics: Jacket;Fill power;Marc Jacobs;Dr. Martens queries: puffer jacket;carhartt puffer jacket;carhartt puffer;carhartt
Footwear	-4.0%	3.1%	topics: Shoes;Nike Air Max;employer;Rowing queries: footwear; reza footwear;730 footwear;famous footwear near me
Vacation rental	-42.8%	3.1%	topics: Rent;Vacation queries: vacation rentals;ferienwohnung;cabin;whimstay vacation rentals
Bicycle	4.6%	3.0%	topics: Electric bicycle;Motorcycle queries: bike; portland oregon bike ride
Bicycle	4.6%	3.0%	topics: Electric bicycle;Motorcycle queries: bike; portland oregon bike ride
Desktop PC	17.5%	3.0%	topics: Computer;Remote desktop software queries: desktop; micro center

#### 4. Google Trends Industries USA - 2W Delta (2022-08-29, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Desktop Computer	17.5%	3.0%	topics: topics: Computer; Remote desktop softwarequeries: desktop; micro center queries: queries: desktop;micro center
Cloud computing	30.0%	2.9%	topics: Google Cloud Platform;Video game queries: cloud; hac kisd;oracle cloud world 2022;cloud couch dupes
Cookware and Bakeware	6.2%	2.8%	topics: Frying pan queries: cookware;emile henry bakeware; all clad induction cookware;aldi cast iron cookware

## 5. Website Traffic - 2W Delta (2022-08-27, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
124	Gree Electric Appliances Inc o	5.126615	1,208%	393%
141	Howden Joinery Group PLC	1.579076	510%	301%
487	Raia Drogasil SA	10.858230	459%	64%
308	Air China Ltd	6.478384	186%	52%
279	Webjet Ltd	4.009461	175%	44%
306	Qantas Airways Ltd	20.766153	128%	26%
416	Beiersdorf AG	1.669846	29%	24%
469	Sapporo Holdings Ltd	1.790000	96%	21%
895	Xylem Inc	1.598461	35%	19%
924	Zoetis Inc	1.168615	139%	17%
745	Amgen Inc	2.172461	50%	17%
318	China Airlines Ltd	4.523923	102%	15%
891	TE Connectivity Ltd	4.848615	28%	14%
324	Vipshop Holdings Ltd	18.546153	35%	13%
13	Accell Group NV	1.727076	86%	12%
407	Kikkoman Corp	6.301153	72%	12%
353	Ambev SA	1.161384	138%	12%
61	Cewe Stiftung & Co KGaA	1.179846	-22%	12%
382	Lawson Inc	8.676076	77%	11%
550	AbbVie Inc	3.118923	31%	11%
780	State Street Corp	2.323000	69%	9%
381	Seven & i Holdings Co Ltd	16.032230	100%	8%
879	Zimmer Biomet Holdings Inc	1.278384	98%	8%
34	Bloomin' Brands Inc	4.280461	3%	7%
680	Micron Technology Inc	4.005307	82%	7%
897	Mettler-Toledo International I	4.244076	7%	6%
569	Travelers Companies Inc	8.651076	15%	6%
681	Motorola Solutions Inc	2.900461	49%	5%

## 6. Wikipedia - 2W Delta (2022-08-29, 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/Uniper	2286	52.7%	24.9%
164	L Brands Inc		4287	95.8%	23.4%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	5825	44.4%	16.8%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_murder	2501	18.3%	14.4%
356	Kirin Holdings Co Ltd	en.wikipedia.org/wiki/Kirin_Company	4439	-30.3%	10.2%
549	Coca-Cola Co	en.wikipedia.org/wiki/The_Coca-Cola_Company	2622	-30.0%	8.0%
238	Starbucks Corp	en.wikipedia.org/wiki/Starbucks	4318	16.1%	7.9%
519	Nestle SA		3671	-12.7%	7.4%
1017	Koninklijke Philips NV	en.wikipedia.org/wiki/Philips	7721	9.2%	7.2%
458	Volkswagen AG	en.wikipedia.org/wiki/Volkswagen	27605	-7.7%	6.8%
423	PepsiCo Inc	en.wikipedia.org/wiki/PepsiCo	5279	-12.4%	6.5%
965	BP PLC	en.wikipedia.org/wiki/BP	2349	-2.6%	6.4%
417	Unilever PLC	en.wikipedia.org/wiki/Unilever	14046	-6.5%	6.3%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	4243	97.8%	6.0%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Alexander_Povetkin_vs._Dillian_Whyte_II	2312	0.7%	5.8%
305	Restaurant Brands Internationa	en.wikipedia.org/wiki/Restaurant_Brands_International	7490	11.6%	5.4%
947	LVMH	fr.wikipedia.org/wiki/LVMH_-_Mo%C3%ABt_Hennessy_Louis_Vuitton	18406	-17.2%	5.0%

## 7. Wikipedia Pages- 2W Delta (2022-08-27, 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/Issey_Miyake">en.wikipedia.org/wiki/Issey_Miyake</a>	8991	384%	54%
		<a href="https://en.wikipedia.org/wiki/Purdue_Pharma">en.wikipedia.org/wiki/Purdue_Pharma</a>	15525	106%	33%
		<a href="https://en.wikipedia.org/wiki/Rolux">en.wikipedia.org/wiki/Rolux</a>	25883	80%	30%
458	Volkswagen AG	<a href="https://en.wikipedia.org/wiki/Volkswagen">en.wikipedia.org/wiki/Volkswagen</a>	29470	27%	22%
		<a href="https://en.wikipedia.org/wiki/Bet9ja">en.wikipedia.org/wiki/Bet9ja</a>	27018	48%	16%
305	Restaurant Brands Internationa	<a href="https://en.wikipedia.org/wiki/Tim_Hortons">en.wikipedia.org/wiki/Tim_Hortons</a>	22533	69%	16%
458	Volkswagen AG	<a href="https://en.wikipedia.org/wiki/Bugatti">en.wikipedia.org/wiki/Bugatti</a>	28756	-2%	16%
63	Chipotle Mexican Grill Inc	<a href="https://en.wikipedia.org/wiki/Chipotle_Mexican_Grill">en.wikipedia.org/wiki/Chipotle_Mexican_Grill</a>	14410	48%	14%
1017	Koninklijke Philips NV	<a href="https://en.wikipedia.org/wiki/PSV_Eindhoven">en.wikipedia.org/wiki/PSV_Eindhoven</a>	51547	27%	14%
		<a href="https://en.wikipedia.org/wiki/TSMC">en.wikipedia.org/wiki/TSMC</a>	16049	24%	11%
		<a href="https://en.wikipedia.org/wiki/Six_Flags">en.wikipedia.org/wiki/Six_Flags</a>	13719	0%	11%
238	Starbucks Corp	<a href="https://en.wikipedia.org/wiki/Starbucks">en.wikipedia.org/wiki/Starbucks</a>	33521	16%	10%
		<a href="https://en.wikipedia.org/wiki/Forever_Living_Products">en.wikipedia.org/wiki/Forever_Living_Products</a>	18926	85%	10%
837	Yum! Brands Inc	<a href="https://en.wikipedia.org/wiki/Pizza_Hut">en.wikipedia.org/wiki/Pizza_Hut</a>	17415	39%	8%
		<a href="https://en.wikipedia.org/wiki/Global_Positioning_System">en.wikipedia.org/wiki/Global_Positioning_System</a>	16190	0%	8%
		<a href="https://en.wikipedia.org/wiki/ByteDance">en.wikipedia.org/wiki/ByteDance</a>	27004	63%	6%
837	Yum! Brands Inc	<a href="https://en.wikipedia.org/wiki/KFC">en.wikipedia.org/wiki/KFC</a>	33217	8%	6%
		<a href="https://en.wikipedia.org/wiki/Fox_News">en.wikipedia.org/wiki/Fox_News</a>	21605	26%	6%
		<a href="https://en.wikipedia.org/wiki/Hello_Kitty">en.wikipedia.org/wiki/Hello_Kitty</a>	13136	31%	6%
		<a href="https://en.wikipedia.org/wiki/Lego">en.wikipedia.org/wiki/Lego</a>	14810	12%	6%
20	Apple Inc	<a href="https://en.wikipedia.org/wiki/Apple_Park">en.wikipedia.org/wiki/Apple_Park</a>	14676	7%	5%
554	Exxon Mobil Corp	<a href="https://en.wikipedia.org/wiki/ExxonMobil">en.wikipedia.org/wiki/ExxonMobil</a>	10584	22%	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 (2022-08-27, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
623	Target Corp	Target	78	5.6%	6.1%
812	Capital One Financial Corp	Capital One Mobile	88	10.6%	5.6%
251	Texas Roadhouse Inc	Texas Roadhouse Mobile	235	0.9%	4.3%
229	Shake Shack Inc	Shake Shack	256	0.8%	4.1%
574	Microsoft Corp	Microsoft Outlook; Microsoft Teams; LinkedIn: Network & Job Finder	117	7.9%	3.7%
128	Habit Restaurants Inc	The Habit Burger Grill	306	8.1%	3.6%
57	Caseys General Stores Inc	Casey's	245	1.7%	3.1%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club; Vudu - Movies & TV	188	5.9%	3.0%
80	Dennys Corp	Denny's	283	0.3%	2.6%
1417	Signify NV	Philips Hue	323	9.2%	1.3%
189	Nike Inc	Nike: Shop Shoes & Apparel; Nike Run Club: Running Coach; Nike Training Club: Fitness	197	1.1%	1.2%



#### 10. AppStore Publishers USA - 2W Delta (2022-08-27, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	1661, Inc.	GOAT – Sneakers & Apparel	120	1.8%	6.0%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	104	9.3%	3.9%
296	Yelp Inc	Yelp: Food, Delivery & Reviews	90	-15.8%	2.7%
	Chick-fil-A, Inc.	Chick-fil-A	100	3.5%	2.5%
	Domino's Pizza LLC	Domino's Pizza USA	104	10.3%	2.2%
851	eBay Inc	eBay: The shopping marketplace	100	-2.0%	1.9%
16	Amazon.com Inc	Amazon Shopping; Amazon Prime Video; Ring - Always Home	17	13.4%	1.9%
	Parkmobile USA, Inc.	ParkMobile - Find Parking	85	48.6%	1.9%
623	Target Corp	Target	68	11.9%	1.5%

#### 11. Online Retail Amazon - 2W Delta (2022-08-29, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
567	Procter & Gamble Co	1495	120.2%	23.9%
525	Campbell Soup Co	335	-4.6%	14.0%
959	Turtle Beach	1251	-21.6%	10.3%
456	Hankook Tire Co Ltd	626	2.5%	9.6%
528	Kraft Heinz Co	979	13.8%	8.7%
956	Square Enix	908	-3.5%	7.9%
601	H & R Block Inc	1041	17.8%	6.9%
364	Pioneer Corp	349	0.6%	6.8%
536	Monster Beverage Corp	954	27.9%	6.0%
171	Luxottica Group SpA	2078	23.5%	5.7%
264	Techtronic Industries Co Ltd	2237	71.4%	5.6%
143	Hugo Boss AG	429	-30.7%	5.1%
441	Bandai Namco Holdings Inc	548	-4.9%	5.0%
328	Yamaha Corp	1981	-9.3%	4.7%
233	Skechers USA Inc	4083	-23.4%	3.9%
663	Kimberly-Clark Corp	342	-41.1%	3.6%
502	Ubisoft Entertainment SA	562	-26.1%	3.3%
476	Nikon Corp	765	-19.6%	3.0%

**12. Online Retail Walmart - 2W Delta (2022-08-29, 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>
328	Yamaha Corp	861	221.3%	83.3%
171	Luxottica Group SpA	1985	226.5%	64.7%
456	Hankook Tire Co Ltd	362	273.2%	38.8%
212	Prada SpA	688	273.9%	29.3%
416	Beiersdorf AG	618	21.4%	28.4%
958	Funko Inc	340	58.9%	26.8%
238	Starbucks Corp	1346	104.2%	22.8%
45	Burberry Group PLC	489	-4.7%	16.5%
14	Adidas AG	2489	4.6%	16.0%
111	Fossil Group Inc	596	88.0%	13.8%
531	L'Oreal SA	339	-20.6%	11.7%
250	Tempur Sealy International Inc	464	26.8%	9.1%

**13. Online Retail Bestbuy - 2W Delta (2022-08-29, 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>
441	Bandai Namco Holdings Inc	262	122.0%	37.8%
116	Garmin Ltd	2306	103.5%	33.4%
426	Seiko Epson Corp	1743	0.3%	16.8%
574	Microsoft Corp	1641	11.7%	14.4%
502	Ubisoft Entertainment SA	990	18.6%	13.1%
16	Amazon.com Inc	1673	2.1%	9.6%
391	Electronic Arts Inc	4553	-6.6%	9.5%
540	Logitech International SA	4671	4.6%	8.6%
956	Square Enix	666	-12.0%	7.8%
328	Yamaha Corp	2313	81.0%	7.0%
122	GoPro Inc	463	-21.1%	4.3%
363	Sony Corp	8676	-7.3%	3.6%
955	Take Two Interactive	2359	37.5%	3.3%

**14. Job Listings - 2W Delta (2022-08-29, 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>
455	Bridgestone Corp	448	0.0%	63%
1182	Powszechny Zaklad Ubezpieczen	246	29.2%	58%
92	Elior Group SA	580	62.0%	54%
964	Total SA	1658	32.6%	53%
720	BB&T Corp	2396	97.8%	41%
652	Synchrony Financial	520	73.8%	38%
1232	Carl Zeiss Meditec AG	1998	100.0%	35%
1380	Trelleborg AB	221	19.7%	34%
1453	Loomis AB	714	1.1%	33%
136	Hermes International SCA	897	70.5%	32%
1298	Marks and Spencer Group PLC	934	95.4%	30%
139	H & M Hennes & Mauritz AB	3461	59.8%	29%
656	Willis Towers Watson PLC	1353	0.4%	25%
1343	GVC Holdings PLC	529	-57.7%	25%
1219	Old Mutual Ltd	183	39.0%	23%
120	General Motors Co	1164	56.4%	23%
812	Capital One Financial Corp	5133	10.5%	23%
678	S&P Global Inc	2318	80.2%	22%
74	Darden Restaurants Inc	10170	19.7%	20%
27	B&M European Value Retail SA	291	30.1%	20%
268	Under Armour Inc	869	41.5%	20%
1238	Vifor Pharma AG	104	2.2%	18%
64	Citrix Systems Inc	1221	51.0%	18%
84	Dollarama Inc	722	-5.4%	16%
745	Amgen Inc	1217	8.3%	15%
141	Howden Joinery Group PLC	302	28.4%	15%
12	Associated British Foods PLC	767	20.6%	15%
963	HSBC Holdings PLC	5025	28.7%	14%
973	Airbus SE	2703	55.9%	14%
1029	Orsted A/S	301	71.1%	14%

**15. Employee Company Ratings - 2W Delta (2022-08-29, 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>
1063	Schindler Holding AG	1265	4.8%	14.8%	6.4%	0.0%	Outlook
87	DSW Inc	3325	0.0%	0.2%	0.8%	8.8%	CEO Rating
102	Express Inc	3609	0.4%	1.8%	0.8%	8.0%	CEO Rating
810	Lockheed Martin Corp	11178	0.0%	-0.6%	0.0%	7.4%	CEO Rating
853	Sempra Energy	224	-0.8%	6.4%	2.0%	0.0%	Outlook
1231	Scor SE	305	-0.8%	6.4%	-0.8%	0.0%	Outlook
403	Barry Callebaut AG	528	3.2%	6.4%	3.2%	0.0%	Outlook
340	Continental AG	6815	0.0%	-0.6%	0.0%	6.4%	CEO Rating
97	Ethan Allen Interiors Inc	491	0.8%	6.2%	-1.2%	0.0%	Outlook
282	Wendys Co	9338	0.0%	-0.2%	0.0%	6.0%	CEO Rating
380	Tesco PLC	20331	0.0%	0.0%	0.0%	5.6%	CEO Rating
1148	Veolia Environnement SA	2255	0.8%	1.6%	-0.4%	5.4%	CEO Rating
1307	Faurecia SA	2833	-0.8%	0.0%	-1.2%	5.4%	CEO Rating
1257	Valeo SA	4030	0.0%	-0.2%	0.0%	5.4%	CEO Rating
251	Texas Roadhouse Inc	5107	0.0%	-0.8%	0.4%	5.3%	CEO Rating
878	FMC Technologies	3192	0.0%	0.6%	0.8%	5.0%	CEO Rating
1176	TechnipFMC PLC	3192	0.0%	0.6%	0.8%	5.0%	CEO Rating
1208	Alstom SA	3853	0.0%	0.6%	-0.4%	5.0%	CEO Rating