

ASTUTEX TRENDSPOTTING

February 13, 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
Warner Bros. Games	Video game company	1537.5	1223.2	topics: Hogwarts Legacy;Harry Potter; Fan club;Weber queries: wb games account; hogwarts legacy;wb games hogwarts legacy; harry potter fanclub
OpenAI	Artificial intelligence company	4956.3	563.4	topics: Online chat;GUID Partition Table; Microsoft Corporation queries: chatgpt; chat;gpt;open ai careers
Adani Ports & SEZ	Logistics company	536.8	478.9	topics: Adani Group;Adani Power; Adani Green Energy queries: adani enterp; adani enterprises share price;adani ports; adani total gas share price
Google AI	Artificial intelligence company	360.0	236.9	topics: Bard;Google Search;Online chat; Presentation queries: bard;google ai bard; google bard
Amper Music	Software company in New York City,	718.9	232.4	topics: Artificial intelligence;Song; Music and artificial intelligence querie; chatgpt
Level-5	Video game company	27.0	43.3	queries: level-5;level 5 games
Trip.com Group	Travel agency company	168.4	35.5	topics: Flight;United States Dollar; Cathay Pacific queries: ■■■■■;■■■ ■;flight
DP World	Logistics company	72.7	28.6	topics: Tournament; Concert tour queries: dp world golf; dpworld tour;dp world tour
Sata Internacional - Azores Airlines, S.A.	Airline	82.9	28.3	topics: Aeroporto João Paulo II;Sata; Azores queries: sata airlines; azores airlines;azores
LIC Housing Finance	Finance and insurance company	-7.1	17.3	topics: Life Insurance Corporation; Share price;NSE queries: lic hfl; lic housing; lic housing finance share price
China Airlines	Airline	200.5	16.4	topics: China Airlines;Seat;Boeing Co; Star Alliance queries: china airlines; ■■■■■;eva air;china airlines flight 006
Hispanic Scholarship Fund	Company	118.6	16.0	topics: Scholar;Secondary school; Funding queries: hispanic scholarship fu; hsf;hsf scholar

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

Company Name	Type	Pop. growth	Growth change	Related topics
Tesla Insurance, Inc.	Company	68.5	15.9	topics: topics: Insurance;Tesla; Telephonequeries: tesla insurance cost; tesla insurance florida; tesla model y queries: queries: tesla in; tesla model y
Dr Pepper Snapple Group	Drink company	48.0	15.9	topics: Strawberry;Cream;Sugar; Ralphs queries: dr pepper strawberries a; dr pepper keurig; dr pepper strawberries and cream near me; dr pepper strawberries and cream release
Aegean Airlines	Airline	42.9	15.2	topics: Athens;Flight;Santorini; Olympic Air queries: aegean airlines; google flights;delta airlines
Clever	Company	67.6	10.9	topics: Epic!;IXL Learning; CL queries: clever login;clever portal; classroom
IXL Learning	Company	136.3	10.9	topics: Clever; Los Angeles Unified School District; XtraMath queries: ixl games; ixl math games;clever ixl;tic tac toe
DreamWorks Animation	Animation company	67.4	10.5	topics: Puss in Boots;Film;Villain; The Road to El Dorado queries: dreamwork; puss in boots;dreamworks villains; dreamworks box office
Orchestra-Prémaman S.A.	Company	30.8	10.3	topics: Orchestra;Musical ensemble;Flute
Checkers	Retail company	15.9	9.1	topics: Chess;Mathematics;Patience; Coolmath.com LLC queries: chess; checkers game;games;nitro type
American Cruise Lines	Travel company	14.1	9.0	topics: Review;River; Mississippi River queries: american crui; american cruise lines reviews; americancruiselines.com
Norfolk Southern Railway	Transport company	7.8	8.6	topics: Derailment;Train; Mainframe computer; Internship queries: norfolk southern der; ns crewcall;norfolk southern; ns derailment ohio

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

Company Name	Type	Pop. growth	Growth change	Related topics
Daikin	Manufacturing company	14.9	7.2	topics: topics: Power inverter;Heat;Pump; Metric tonqueries: daikin heat pump; daikin thermostat; daikin comfort queries: queries: daikin ; daikin comfort
Accredo	Healthcare company	21.0	5.9	topics: Specialty pharmacy;Patient; BlueCross BlueShield of South Carolina q; accredo login;accredo provider portal
House of CB	Fashion company	48.4	5.7	topics: Clothing;Prom;Black; Poshmark queries: house cb; house of cb dress;house of cb dresses; thats so fetch
Nestlé Purina PetCare Company	Pet food company	13.7	5.6	topics: Chicken;Poultry feed;Company; Land O'Lakes queries: purina beneful; who owns purina;purina beneful dog food
Insta360	Software company	101.1	2.9	topics: Editing;Camera;Indian Rupee; Computer data storage queries: insta360 ; insta 360 x3;insta 360
Pair Eyewear, Inc.	Company	58.6	-0.7	topics: Lens queries: pair eyewear;zenni; pair eye wear
QuillBot, Inc.	Software company	214.2	-2.8	topics: Online chat; Artificial intelligence; GUID Partition Table queries: quillbot a; chatgpt;quill;gptzero
GitHub	IT service management company	57.0	-4.5	topics: GitHub Actions;GitHub Copilot; Docker queries: copilot;copilot github; github blocket;ubg365.github.io unblocked

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1035	LafargeHolcim Ltd	2023-02-13	139%	108%
649	HCP Inc	2023-02-13	-1%	40%
1287	Swiss Prime Site AG	2023-02-13	18%	29%
1145	Aker BP ASA	2023-02-13	8%	28%
1456	Balfour Beatty PLC	2023-02-13	19%	27%
1304	Phoenix Group Holdings	2023-02-13	21%	26%
217	Rapid7 Inc	2023-02-13	26%	26%
382	Lawson Inc	2023-02-13	39%	22%
1163	Gecina SA	2023-02-13	10%	19%
924	Zoetis Inc	2023-02-13	-8%	16%
422	Dr Pepper Snapple Group Inc	2023-02-13	49%	16%
19	AppFolio Inc	2023-02-13	28%	15%
642	NextEra Energy Inc	2023-02-13	-1%	15%
1461	Tecan Group AG	2023-02-13	6%	14%
875	Ameriprise Financial Inc	2023-02-13	0%	13%
826	American Tower Corp	2023-02-13	10%	13%
978	ASML Holding NV	2023-02-13	-4%	13%
1398	Storebrand ASA	2023-02-13	8%	13%
1202	Schroders PLC	2023-02-13	-3%	9%
1024	Swiss Re AG	2023-02-13	-6%	9%
1352	Italgas SpA	2023-02-13	-14%	8%
1405	Interpump Group SpA	2023-02-13	15%	8%
1016	Anglo American PLC	2023-02-13	-3%	8%
700	PPL Corp	2023-02-13	16%	8%
1152	Amundi SA	2023-02-13	-1%	6%
1121	Tenaris SA	2023-02-13	15%	6%
1100	Hexagon AB	2023-02-13	9%	6%
1429	Quilter PLC	2023-02-13	-4%	6%
142	HubSpot Inc	2023-02-13	57%	5%
1408	Rexel SA	2023-02-13	0%	5%
1237	William Demant Holding A/S	2023-02-13	2%	4%
205	Paychex Inc	2023-02-13	12%	4%
1186	Centrica PLC	2023-02-13	15%	4%
1154	Telecom Italia SpA	2023-02-13	2%	4%
1127	Swiss Life Holding AG	2023-02-13	-4%	4%

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1122	Publicis Groupe SA	2023-02-13	7%	4%
1155	Straumann Holding AG	2023-02-13	10%	3%
1078	Assa Abloy AB	2023-02-13	1%	3%
1008	Schneider Electric SE	2023-02-13	4%	3%
972	Allianz SE	2023-02-13	3%	2%
1321	Rockwool International A/S	2023-02-13	-4%	2%
1182	Powszechny Zaklad Ubezpieczen	2023-02-13	3%	2%
1041	AP Moeller - Maersk A/S	2023-02-13	-8%	2%
1330	Nemetschek SE	2023-02-13	6%	2%
1068	Adyen NV	2023-02-13	8%	2%
1054	Thales SA	2023-02-13	8%	1%
750	PACCAR Inc	2023-02-13	16%	1%
1271	Kion Group AG	2023-02-13	8%	1%
1324	Hiscox Ltd	2023-02-13	3%	1%
1292	GN Store Nord A/S	2023-02-13	6%	1%

3. Google Trends Industries World - 2W Delta (2023-02-13, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Lipstick	-12.5%	4.3%	topics: Color;Estée Lauder queries: lipstick;chaotic cosmetics; chaotic cosmetics lipstick
Car tires	4.6%	3.2%	topics: Pressure;Body camera;Footage queries: tyre;tire; video tyre nichols
Coat	-2.5%	3.1%	topics: Woman;Jacket queries: coat; marjorie taylor greene fur coat; all fur coat and no knickers meaning;raey coat
Heating, ventilation, and air	0.0%	2.9%	topics: System;Air conditioning queries: hvac near me;hvac; hvac tools list;rtu meaning hvac
Heating Ventilation and AC	0.0%	2.9%	topics: System;Air conditioning queries: hvac near me;hvac; hvac tools list;rtu meaning hvac
Down jacket	-1.0%	2.9%	topics: Jacket;Down feather;Kyle Kuzma queries: puffer;■■■■; kyle kuzma puffer jacket
Vehicle Insurance	-1.5%	2.6%	topics: cheap;Insurance queries: insurance;insurance car; car insurance;car insurance quotes houston; cheap motorcycle insurance
Self storage	-19.3%	2.6%	topics: Lancaster queries: storage;boat storage facility; storage units in lancaster
Laundry detergent	14.0%	2.5%	topics: Detergent;Laundry;1,4-Dioxane;Ban; NEW YORK LAUNDRY queries: detergent;laundry detergent; new york laundry detergent ban; new york bans laundry detergent;banned laundry detergents
Foodservice	0.3%	2.5%	topics: Food;Service;Government agency;Manufacturing; Food and Drug Administration queries: food;food service; restauration;■■■■;corporate event catering;tcs stands for
Car Rental	-5.7%	2.4%	topics: Car;Rent;Self-driving car;Gharry; Taipei City queries: rental;car rental; taipei self-driving gharry;taiwan self-driving; taipei self-driving

3. Google Trends Industries World - 2W Delta (2023-02-13, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
hiking apparel	-13.2%	1.4%	topics: topics: Hiking;Clothing;Maternity clothing;Trousers; Nikequeries: hiking clothes;hiking outfit;cute hiking outfits; best hiking outfit queries: queries: hiking clothes; best hiking outfit
Toddler	3.9%	1.4%	topics: Boy;Child;Bed queries: toddler;toddler with gun; on patrol live toddler with gun;buaya antar jasad balita
Vacation	18.7%	1.4%	topics: School;Rent;Vacation property rentals;February 7;26 Dey; February 6 queries: vacation;vacances; okullar ne zamana kadar tatil;6 ■ubat okullar tatil mi 2023; okullar tatil mi deprem

4. Google Trends Industries USA - 2W Delta (2023-02-13, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Business	6.2%	15.5%	topics: Business;Self-employment;Management;Supply chain; Limited company;Mission statement queries: empresa;empresas; enterprise asset management software;enterprise near me;
Quadcopter	-5.0%	6.2%	topics: Unmanned aerial vehicle;Multicopter;Rigid frame;Dynamics; Propeller queries: quadcopter;
Car tires	12.4%	6.1%	topics: Pressure;Body camera;Footage queries: tyre;tire; video tyre nichols
Laundry detergent	13.6%	5.6%	topics: Detergent;Laundry;1,4-Dioxane;Ban; NEW YORK LAUNDRY queries: detergent;laundry detergent; new york laundry detergent ban; new york bans laundry detergent;banned laundry detergents
Vacation rental	-40.6%	5.5%	topics: Rent;Vacation queries: vacation rentals;ferienwohnung; cabin rental agency;asheville vacation rentals; key west vacation rental;mission beach vacation rentals
Air Conditioner	-12.2%	5.3%	topics: Air conditioning;Dyson;Evaporator; Casement window queries: ar condicionado;air conditioner; hòa daikin không vào ;energy star air conditioner; stand alone ac unit
Heating, ventilation, and air	5.7%	5.1%	topics: System;Air conditioning queries: hvac near me;hvac; hvac tools list;rtu meaning hvac
Heating Ventilation and AC	5.7%	5.1%	topics: System;Air conditioning queries: hvac near me;hvac; hvac tools list;rtu meaning hvac
Car Rental	-18.3%	4.9%	topics: Car;Rent;Self-driving car;Gharry; Taipei City queries: rental;car rental; taipei self-driving gharry;taiwan self-driving; taipei self-driving
Jewelry design	-3.0%		topics: Jewellery;Design;Gold;Pendant;Diamond queries: jewellery; jewelry design;jewellery design;gucci;joaillerie zeina par;
Digital camera	20.4%	4.6%	topics: Camera;Aesthetics;Casio;Nikon queries: camera;digital; digital camera; nikon d5600; digital cameras that look like film

4. Google Trends Industries USA - 2W Delta (2023-02-13, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Lipstick	-31.9%	4.3%	topics: topics: Color;Estée Lauderqueries: lipstick; chaotic cosmetics; chaotic cosmetics lipstick queries: queries: lipstick; chaotic cosmetics lipstick
Trousers	2.3%	4.0%	topics: Woman;Man queries: pants;t s y qu n áo;shefly pants; harry styles pants rip;harry styles ripped trousers
Vacation	-15.8%	3.9%	topics: School;Rent;Vacation property rentals;February 7;26 Dey; February 6 queries: vacation;vacances; okullar ne zamana kadar tatil;6 ubat okullar tatil mi 2023; okullar tatil mi deprem
Hotel	-19.0%	3.6%	topics: Resort;Airport queries: hotel;hotels;watson hotel nyc; nyc immigrants hotel;versace hotel australien
Electronics	-7.0%	3.6%	topics: Recycling;Email queries: electronic; electronic device for a person with voice impairment; musica electronica 2022
Electronics	-7.0%	3.6%	topics: Recycling;Email queries: electronic; electronic device for a person with voice impairment; musica electronica 2022
Enterprise Resource Planning	2.1%	3.5%	topics: System;Dr. A.P.J. Abdul Kalam Technical University; Event-related potential;JD Edwards EnterpriseOne; Project management software queries: erp;erp vs mrp; is sap an erp system; top 10 open source erp software free licence rooma.id
Camping	-6.5%	3.5%	topics: Campsite;Summer camp queries: camping;camp; denver zoo summer camp;landon summer camp;colorado camp fire
Self storage	-13.0%	3.4%	topics: Lancaster queries: storage;boat storage facility; storage units in lancaster
Footwear	0.3%	3.4%	topics: Shoes;Fastener;The New York Times; The New York Times crossword puzzle queries: footwear; big name in footwear;big name in footwear crossword clue; some footwear fasteners
Trench coat	2.9%	3.3%	topics: Coat;Woman;Wrap;Free People;LOFT queries: trench; trench coat;la redoute;pink trench coat womens;oak and fort

4. Google Trends Industries USA - 2W Delta (2023-02-13, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Coat	-1.2%	3.3%	topics: topics: Woman;Jacketqueries: coat; marjorie taylor greene fur coat; all fur coat and no knickers meaning; raey coat queries: queries: coat;raey coat
Computer security	12.3%	3.3%	topics: Security queries: security;cyber security; what is the median salary of a cybersecurity engineer?; what is the dark web;what is the circumference of mars
hiking apparel	-11.1%	3.3%	topics: Hiking;Clothing;Maternity clothing;Trousers; Nike queries: hiking clothes;hiking outfit;cute hiking outfits; best hiking outfit

6. Wikipedia - 2W Delta (2023-02-13, 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	6831	109.4%	101.4%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft	21390	56.5%	19.4%
196	Oriental Land Co Ltd	en.wikipedia.org/wiki/Jumpin'_Jellyfish	4531	75.1%	11.3%

7. Wikipedia Pages- 2W Delta (2023-02-13, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/Yahoo!_Inc._(1995%E2%80%932017)	18655	1,555%	826%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_Appstore	14540	138%	132%
63	Chipotle Mexican Grill Inc	en.wikipedia.org/wiki/Chipotle_Mexican_Grill	108063	121%	90%
196	Oriental Land Co Ltd	en.wikipedia.org/wiki/Splash_Mountain	11531	429%	58%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_Alexa	19424	39%	43%
		en.wikipedia.org/wiki/Hybe_Corporation	52652	51%	40%
		en.wikipedia.org/wiki/Ticketmaster	8686	339%	28%
947	LVMH	fr.wikipedia.org/wiki/Bernard_Arnault	31016	127%	23%
		en.wikipedia.org/wiki/Erin_Brockovich	25512	48%	20%
		en.wikipedia.org/wiki/BYD_Auto	11528	149%	18%
		en.wikipedia.org/wiki/Flipkart	119690	67%	17%
978	ASML Holding NV	en.wikipedia.org/wiki/ASML_Holding	21765	59%	17%
		en.wikipedia.org/wiki/Naughty_Dog	32179	90%	16%
		en.wikipedia.org/wiki/Germanwings_Flight_9525	12386	80%	15%
556	General Electric Co	en.wikipedia.org/wiki/General_Electric	17919	17%	13%
		en.wikipedia.org/wiki/Ineos	10266	199%	12%
189	Nike Inc	en.wikipedia.org/wiki/Air_Jordan	30246	22%	12%
		en.wikipedia.org/wiki/Erin_Brockovich_(film)	16302	21%	11%
947	LVMH	fr.wikipedia.org/wiki/LVMH_-_Mo%C3%ABt_Hennessy_Louis_Vuitton	13342	41%	10%
		en.wikipedia.org/wiki/HDFC_Bank	57356	53%	9%
		en.wikipedia.org/wiki/Polestar	11179	25%	7%
1018	Barclays PLC	en.wikipedia.org/wiki/Barclays	10029	8%	7%
		en.wikipedia.org/wiki/Madison_Square_Garden	17532	3%	6%
		en.wikipedia.org/wiki/Shen_Yun	17371	43%	6%
		en.wikipedia.org/wiki/1xBet	16857	64%	5%
		en.wikipedia.org/wiki/TSMC	15458	13%	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 (2023-02-11, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
16	Amazon.com Inc	Amazon Flex; eero home wifi system; Amazon Seller	256	6.7%	12.3%
205	Paychex Inc	Paychex Flex	244	14.8%	7.9%
399	Wal-Mart Stores Inc	Spark Driver; Me@Walmart; Vudu - Movies & TV	266	8.1%	7.8%
779	Staples Inc	Staples Connect	253	41.6%	5.4%
149	Intuit Inc	QuickBooks Accounting; QuickBooks Time Tracking	292	6.5%	2.2%
349	Honda Motor Co Ltd	HondaLink	317	7.4%	1.0%

10. AppStore Publishers USA - 2W Delta (2023-02-11, 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	17	17.9%	2.7%
	Peacock TV LLC	Peacock TV: Stream TV & Movies	17	37.6%	2.1%
189	Nike Inc	Nike: Shoes, Apparel, Stories	33	18.0%	1.5%

11. Online Retail Amazon - 2W Delta (2023-02-13, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
427	Lenovo Group Ltd	1507	19.6%	15.7%
66	Tapestry Inc	512	59.0%	14.7%
526	General Mills Inc	839	-10.6%	14.7%
947	LVMH	372	65.3%	14.4%
540	Logitech International SA	3774	52.9%	10.3%
441	Bandai Namco Holdings Inc	424	5.2%	9.8%
502	Ubisoft Entertainment SA	873	-6.1%	9.0%
906	Western Digital Corp	343	-37.9%	7.4%
189	Nike Inc	2159	52.7%	6.9%
56	Carter's Inc	6732	18.9%	6.5%
442	Shimano Inc	688	6.5%	6.4%
416	Beiersdorf AG	733	-24.1%	5.2%
152	iRobot Corp	1233	-4.0%	5.0%
173	Makita Corp	1182	13.4%	4.7%
268	Under Armour Inc	3741	1.5%	4.6%
364	Pioneer Corp	531	4.5%	4.5%
251	Texas Roadhouse Inc	333	10.6%	4.1%
426	Seiko Epson Corp	1508	6.5%	3.9%
127	SEB SA	2090	-14.1%	3.9%
959	Turtle Beach	2095	7.1%	3.9%
74	Darden Restaurants Inc	569	3.6%	3.8%
567	Procter & Gamble Co	700	-11.9%	3.3%
240	Steven Madden Ltd	419	-13.8%	3.3%
389	Asics Corp	1327	-1.4%	3.2%
456	Hankook Tire Co Ltd	648	-15.7%	3.1%

12. Online Retail Walmart - 2W Delta (2023-02-13, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
71	Crocs Inc	1637	714.4%	218.6%
6	Guess? Inc	257	147.1%	55.4%
56	Carter's Inc	611	2.7%	22.9%
143	Hugo Boss AG	247	105.8%	22.2%
958	Funko Inc	390	78.9%	15.1%
418	Shiseido Co Ltd	345	-0.6%	15.1%
537	Acer Inc	1007	38.5%	13.7%
363	Sony Corp	2078	18.5%	8.9%
2	Mattel Inc	7906	38.0%	8.7%
202	Oxford Industries Inc	681	108.3%	7.7%
250	Tempur Sealy International Inc	343	101.8%	6.2%
424	Samsung Electronics Co Ltd	3812	18.0%	5.7%

13. Online Retail Bestbuy - 2W Delta (2023-02-13, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
903	Seagate Technology PLC	4008	58.5%	17.4%
537	Acer Inc	843	80.9%	11.1%
957	Capcom	246	28.8%	10.5%
502	Ubisoft Entertainment SA	1374	16.4%	7.6%
906	Western Digital Corp	4999	-13.9%	6.7%
538	Fujifilm Holdings Corp	1025	36.1%	6.3%
106	Fitbit Inc	878	5.4%	6.2%
152	iRobot Corp	1010	16.4%	5.6%
79	De Longhi SpA	3946	-3.6%	4.8%
959	Turtle Beach	1804	6.3%	4.3%
427	Lenovo Group Ltd	2157	13.9%	4.2%
426	Seiko Epson Corp	2615	16.7%	3.1%

14. Job Listings - 2W Delta (2023-01-30, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1022	Muenchener Rueckversicherungs	570	79.5%	143%
1052	UniCredit SpA	386	94.3%	85%
443	FedEx Corp	1994	22.8%	69%
778	KeyCorp	592	25.2%	58%
1264	Eurofins Scientific SE	2380	35.9%	58%
1180	Telefonica Deutschland Holding	683	39.8%	57%
1128	HeidelbergCement AG	283	51.1%	54%
1090	Deutsche Bank AG	3219	100.0%	48%
1056	ArcelorMittal SA	732	41.6%	43%
1108	Knorr Bremse AG	593	91.4%	43%
854	Moody's Corp	518	-20.5%	42%
1500	Bath & Body Works Inc	1082	-58.9%	40%
1281	Pirelli & C SpA	252	77.4%	40%
1570	ABIOMED Inc	222	68.8%	39%
37	Bojangles Inc	2227	34.3%	39%
1023	Vivendi SA	193	41.7%	38%
164	L Brands Inc	2295	-44.3%	37%
1072	London Stock Exchange Group PL	1501	65.2%	37%
207	Pets at Home Group PLC	457	18.8%	36%
710	Raytheon Co	179	-13.5%	34%
963	HSBC Holdings PLC	2134	12.9%	33%
1564	Maxim Integrated Products Inc	589	100.0%	30%
1051	Deutsche Boerse AG	271	-6.7%	28%
1380	Trelleborg AB	228	42.1%	27%
1381	Travis Perkins PLC	198	12.2%	27%
843	Ameren Corp	198	39.2%	26%
126	Korian SA	2523	14.5%	24%
12	Associated British Foods PLC	423	76.2%	24%
1155	Straumann Holding AG	596	37.1%	23%
1270	RSA Insurance Group PLC	157	22.9%	22%

15. Employee Company Ratings - 2W Delta (2023-01-30, 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
6	Guess? Inc	2227	43.9%		43.1%	0.0%	Rating
506	TUI AG	1639	0.0%	24.8%	4.0%	0.0%	Outlook
593	Verisk Analytics Inc	1514	6.0%		7.9%	0.0%	Management
587	Hess Corp	1178	1.3%	6.6%	1.8%	0.0%	Outlook
1063	Schindler Holding AG	1977	-0.1%	6.2%	0.0%	0.0%	Outlook
551	Walt Disney Co	34966	-0.3%	0.0%	-0.6%	5.5%	CEO Rating
166	LivePerson Inc	729	1.5%	5.0%	2.6%	0.0%	Outlook