

# **ASTUTEX TRENDSPOTTING**

**May 09, 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
Marni	Fashion company	100.47	28.76	queries: uniqlo
Gesellschaft mit beschränkter Haftung	Company type	47.32	24.05	topics: Austria
Viking Cruises	Company	80.88	12.73	topics: The Great Lakes
Lake Express	Company	9.85	10.24	topics: Ferry
Tequila Cuervo La Rojeña	Drink company	-7.60	8.26	topics: Margarita
Jadrolinija	Shipping company	3.55	-4.28	topics: Split

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
552	Extra Space Storage Inc	2022-05-09	25%	7%
244	Tailored Brands Inc	2022-05-09	46%	-1%
312	easyJet plc	2022-05-09	211%	-58%

### 3. Google Trends Industries World - 2W Delta (2022-05-09, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Stock market	8.0%	9.8%	topics: Stock;Market;United States Secretary of Agriculture; Good Friday;Friday queries: stock market;stock;market; agriculture secretary arrested; texas death row execution melissa;dr oz shot
Airline ticket	54.7%	6.6%	topics: Airplane;Ticket queries: uçak bileti;tickets;plane; airline ticket agency;honolulu hotels
Suitcase	48.8%	4.5%	topics: Baggage;Travel;Hand luggage;Louis Armstrong; United States Declaration of Independence; Roald Dahl queries: suitcase;boy found in suitcase; boy found in suitcase in indiana; boy found in suitcase indiana
Investment fund	-11.6%	4.2%	topics: Mutual fund queries: fund;funds; ma cookie settlement fund;2022 small business growth fund
Hiking shoes	-23.0%	4.1%	topics: Hiking;Boot;Dick's Sporting Goods queries: boots; hiking boots;hiking shoes
Amusement park	56.9%	3.5%	topics: Park queries: theme park;amusement park; davontai lee amusement park
Resort	31.0%	3.0%	topics: Hotel;All-inclusive resort;Beach queries: resort
Airport	71.3%	2.7%	topics: Flight;Car rental; International airport queries: airport; boston logan airport evacuated; unexploded shell ben gurion airport
Footwear	-4.1%	2.7%	topics: Shoes;Rihanna;Fenty;Amina Muaddi queries: footwear; fenty footwear designer;amina muaddi; toy made from footwear crossword
Lingerie	-8.8%	2.7%	topics: Undergarment;Victoria's Secret; Madison Cawthorn queries: lingerie;cawthorn lingerie; madison cawthorn;madison cawthorn lingerie
Vehicle	2.4%	2.7%	topics: Car;Vehicle registration plate; Motor vehicle queries: xe;vehicle; is your vehicle lease ending soon; maryland aaa highway worker killed after getting struck by v; automated vehicle barrier

### 3. Google Trends Industries World - 2W Delta (2022-05-09, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cruise	101.7%	2.6%	topics: Cruise ship;Ship; The Great Lakesqueries: cruise ship;cruise; octantis cruise ship;viking octantis cruise ship; great lakes cruise ship queries: cruise ship; great lakes cruise ship
Shirt	19.3%	2.5%	topics: T-shirt queries: shirt;loose collarless shirt india; baobab polo shirt;may the 4th be with you shirt
Smartwatch	-2.9%	2.4%	topics: Watch queries: watch;smartwatch;smart watch
Vehicle Insurance	3.1%	2.1%	topics: Insurance queries: insurance;insurance car
Baby food	-6.4%	1.9%	topics: Infant;Food;Shortage;Baby Snack queries: baby food;■■■■; epiphany in the baby food aisle;baby food shortage
Ferry	41.3%	1.9%	topics: Island queries: ferry;black ball ferry schedule; monhegan island ferry
Unmanned aerial vehicle	11.0%	1.8%	topics: DJI;Camera;Phoenix;Pixie;Ghost queries: drone; phoenix ghost;phoenix ghost drones
Robotics	12.2%	1.7%	topics: Robot;World Athletics Championships Oregon22; Fishing lure queries: robotics; vex robotics world championship 2022;isca robotica; which moon of neptune is the coldest place to be measured as
Suit	28.6%	1.7%	topics: Man;Emmy Awards;Marlon Wayans queries: suit; envelope suit;marlon wayans emmy suit
Men suits	28.6%	1.7%	topics: Man;Emmy Awards;Marlon Wayans queries: suit; envelope suit;marlon wayans emmy suit
Weight loss	-7.4%	1.5%	topics: Diet;Fasting;Calorie queries: weight loss;lose weight; how did kim kardashian lose weight;eli lilly weight loss drug; shark tank weight loss liquid

### 3. Google Trends Industries World - 2W Delta (2022-05-09, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Credit card	9.6%	1.5%	topics: topics: Creditqueries: credit card; which bank credit/debit card can be used to save 10% during ; which bank credit/debit card can be used to save 10% during
Service	7.1%	1.5%	topics: Customer Service;Customer; Commercial mortgage queries: service;customer service; commercial mortgage truerate services; moving companies movingapt
Personal care	21.3%	1.4%	topics: Bag;Toiletry bag;Sub-Saharan Africa; Disposable product queries: toiletries;toiletry; define toiletries

#### 4. Google Trends Industries USA - 2W Delta (2022-05-09, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Stock market	1.4%	16.7%	topics: Stock;Market;United States Secretary of Agriculture; Good Friday;Friday queries: stock market;stock;market; agriculture secretary arrested; texas death row execution melissa;dr oz shot
Investment fund	-24.0%	10.4%	topics: Mutual fund queries: fund;funds; ma cookie settlement fund;2022 small business growth fund
Social media	20.7%	4.9%	topics: Media;Frank James queries: social media;social; frank james social media;amber heard social media; frank r james
Baby food	-28.7%	4.9%	topics: Infant;Food;Shortage;Baby Snack queries: baby food;■■■■; epiphany in the baby food aisle;baby food shortage
Lingerie	-8.5%	4.8%	topics: Undergarment;Victoria's Secret; Madison Cawthorn queries: lingerie;cawthorn lingerie; madison cawthorn;madison cawthorn lingerie
Mobile games	2.6%	4.7%	topics: Mobile phone;Game;Video game;Kingdom Hearts; Queen Sugar queries: mobile games; mobile game with a variety of blades; mobile game with a variety of blades crossword; warcraft mobile game leak
Robotics	33.4%	4.6%	topics: Robot;World Athletics Championships Oregon22; Fishing lure queries: robotics; vex robotics world championship 2022;isca robotica; which moon of neptune is the coldest place to be measured as
Investment	-16.7%	3.3%	topics: Stock;Bank queries: investment;rare fish investing; jared kushner saudi arabia investment; công ty c■■ ph■■n ■■■u t■■ và qu■■n lý ngu■■n ■■■n vi■■t nam
Vehicle Insurance	3.5%	3.0%	topics: Insurance queries: insurance;insurance car
E-commerce	10.8%	2.7%	topics: Trade;Website queries: ecommerce; online commerce crossword clue
Skin care	-2.4%	2.4%	topics: Skin queries: skincare;skin care; skin care product crossword;violin bow application nyt; nimi skincare



#### 4. Google Trends Industries USA - 2W Delta (2022-05-09, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Unmanned aerial vehicle	14.6%	2.3%	topics: topics: DJI;Camera;Phoenix;Pixie;Ghostqueries: drone; phoenix ghost;phoenix ghost drones queries: queries: drone; phoenix ghost drones
Personal care	18.7%	2.1%	topics: Bag;Toiletry bag;Sub-Saharan Africa; Disposable product queries: toiletries;toiletory; define toiletries
Musical Instrument	2.0%	2.0%	topics: Music;Metal Lords;Swiss people; Dry Tortugas National Park queries: instrument;instruments; metal lords;instrument for a swiss mountaineer;dry tortugas
Magazine	-4.1%	2.0%	topics: People queries: magazine;amber heard people magazine; amber heard peoples mag;cardi b essence magazine
News	19.7%	1.9%	topics: Ukraine;Ukrainian language;Breaking news queries: news; johnny depp news;johnny depp latest news;james corden news
Physical fitness	-2.2%	1.6%	topics: Gym;Health club;Exercise queries: fitness; andrew mcgovern fitness;andrew mcgovern;fitbull fitness
Toothpaste	1.1%	1.6%	topics: Tooth; Colgate Elixir White Restore Toothpaste queries: toothpaste; viaty toothpaste;colgate elixir toothpaste
Money	-1.2%	1.5%	topics: Money order;Account;Cash App queries: money; my money dont jiggle jiggle;louis theroux; boston marathon prize money
Moisturizer	4.0%	1.5%	topics: Cream;Face queries: moisturizer; hello good stuff moisturizer;ahava essential day moisturizer
Dating	6.3%	1.4%	topics: Online dating service;Mobile app; Online dating application;Chrishell Stause;G Flip; Michele Morrone queries: dating; did katy perry date john mayer;who is amber heard dating now; are chrishell and jason dating again
Weight loss	-4.1%	1.3%	topics: Diet;Fasting;Calorie queries: weight loss;lose weight; how did kim kardashian lose weight;eli lilly weight loss drug; shark tank weight loss liquid

#### 4. Google Trends Industries USA - 2W Delta (2022-05-09, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Diet	-9.5%	1.2%	topics: topics: Ketogenic diet;Eating;Weight lossqueries: diet; kim kardashian diet queries: queries: diet; kim kardashian diet
Payroll	8.4%	1.2%	topics: Tax;Payroll tax queries: payroll; record submitted to payroll crossword clue;payroll automation; timberwolves payroll
Headphones	-4.3%	1.2%	topics: Bluetooth;Headset;Wireless queries: headphones

## 5. Website Traffic - 2W Delta (2022-05-07, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
503	Konami Holdings Corp	8.526538	311%	90%
456	Hankook Tire Co Ltd	1.781461	223%	38%
701	Exelon Corp	2.062923	119%	35%
512	E-Mart Inc	1.242923	-1%	33%
706	PPG Industries Inc	1.045769	96%	28%
475	Sharp Corp	5.414461	75%	28%
536	Monster Beverage Corp	2.045615	48%	23%
58	Cato Corp	1.092307	82%	22%
501	Shoprite Holdings Ltd	1.132153	50%	20%
316	Korean Air Lines Co Ltd	7.735000	81%	19%
560	Merck & Co Inc	2.257692	-18%	17%
208	Piaggio & C SpA	3.297923	59%	17%
390	Nintendo Co Ltd	105.184538	58%	16%
515	Bajaj Auto Ltd	3.466923	41%	16%
700	PPL Corp	2.842230	25%	16%
496	Koninklijke Ahold Delhaize NV	3.655461	17%	14%
255	Tivity Health Inc	4.258692	7%	13%
196	Oriental Land Co Ltd	6.627769	14%	11%
749	McCormick & Company Inc	2.418615	5%	11%
192	Nutanix Inc	5.701692	33%	11%
282	Wendys Co	4.504846	12%	10%
875	Ameriprise Financial Inc	6.791538	19%	10%
603	Bristol-Myers Squibb Co	1.970461	50%	10%
219	Rent-A-Center Inc	1.062846	-10%	9%
772	People's United Financial Inc	3.558846	-5%	9%
218	Red Robin Gourmet Burgers Inc	1.609384	-11%	8%
416	Beiersdorf AG	1.443461	30%	7%
398	Wal Mart de Mexico SAB de CV	4.856153	31%	7%
76	Ross Stores Inc	1.817461	-9%	7%
771	Northern Trust Corp	1.538538	-13%	6%
599	Becton Dickinson and Co	3.408461	-2%	6%
620	Corning Inc	2.338769	22%	6%
582	Hewlett Packard Enterprise Co	27.711538	31%	6%
381	Seven & i Holdings Co Ltd	10.943230	44%	6%
844	ANSYS Inc	6.544769	90%	6%

**5. Website Traffic - 2W Delta (2022-05-07, 13weeks YoY) (Part 2)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Average 13W Unique Visitors</b>	<b>Traffic 13W Growth YoY</b>	<b>2W Change (13W YoY)</b>
680	Micron Technology Inc	2.884307	16%	6%
525	Campbell Soup Co	1.359384	-12%	6%
691	Northrop Grumman Corp	3.106076	67%	5%
305	Restaurant Brands Internationa	5.260076	13%	5%
113	Franklin Resources Inc	1.229846	19%	5%

## 6. Wikipedia - 2W Delta (2022-05-09, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
11	Abercrombie & Fitch Co	en.wikipedia.org/wiki/Abercrombie_%26_Fitch	3566	390.5%	243.5%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	7805	100.5%	29.0%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/PayPal	11844	18.8%	20.8%
114	GameStop Corp	en.wikipedia.org/wiki/GameStop	3249	-61.1%	18.8%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Advance_Publications	5948	91.2%	18.4%
851	eBay Inc	en.wikipedia.org/wiki/PayPal	17417	37.0%	16.5%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/Kelly_Loeffler	6387	23.3%	16.4%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	4437	112.1%	15.5%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	200185	112.6%	15.1%
576	Citigroup Inc	en.wikipedia.org/wiki/CVC_Capital_Partners	7437	41.2%	12.8%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_Prime	55408	61.0%	11.7%
332	Deutsche Post AG	en.wikipedia.org/wiki/DHL	2384	-4.9%	11.4%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	39118	59.6%	11.3%
306	Qantas Airways Ltd	en.wikipedia.org/wiki/Qantas_fleet	4456	32.9%	9.7%
563	Bank of America Corp	en.wikipedia.org/wiki/North_Hollywood_shootout	5249	2.6%	8.9%
549	Coca-Cola Co	en.wikipedia.org/wiki/The_Coca-Cola_Company	3481	-5.4%	8.5%
887	Expedia Inc	en.wikipedia.org/wiki/Trivago	3716	54.5%	7.5%
1021	Nokia Oyj	en.wikipedia.org/wiki/Nokia	5129	-5.5%	7.0%
328	Yamaha Corp	en.wikipedia.org/wiki/Yamaha_Corporation	2405	-3.8%	6.6%
423	PepsiCo Inc	en.wikipedia.org/wiki/Super_Bowl_LV_halftime_show	7867	-14.5%	6.0%

## 7. Wikipedia Pages- 2W Delta (2022-05-07, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
11	Abercrombie & Fitch Co	<a href="https://en.wikipedia.org/wiki/Abercrombie_%26_Fitch">en.wikipedia.org/wiki/Abercrombie_%26_Fitch</a>	41260	524%	234%
576	Citigroup Inc	<a href="https://en.wikipedia.org/wiki/CVC_Capital_Partners">en.wikipedia.org/wiki/CVC_Capital_Partners</a>	28190	468%	112%
		<a href="https://en.wikipedia.org/wiki/MakeMyTrip">en.wikipedia.org/wiki/MakeMyTrip</a>	14915	183%	31%
213	Booking Holdings Inc.	<a href="https://en.wikipedia.org/wiki/Booking.com">en.wikipedia.org/wiki/Booking.com</a>	15924	195%	27%
851	eBay Inc	<a href="https://en.wikipedia.org/wiki/PayPal">en.wikipedia.org/wiki/PayPal</a>	60758	22%	25%
206	PayPal Holdings Inc	<a href="https://en.wikipedia.org/wiki/PayPal">en.wikipedia.org/wiki/PayPal</a>	60758	22%	25%
		<a href="https://en.wikipedia.org/wiki/Rivian">en.wikipedia.org/wiki/Rivian</a>	17248	67%	25%
		<a href="https://en.wikipedia.org/wiki/Tesla%2C_Inc.">en.wikipedia.org/wiki/Tesla%2C_Inc.</a>	103478	0%	23%
		<a href="https://en.wikipedia.org/wiki/SpaceX">en.wikipedia.org/wiki/SpaceX</a>	60845	-5%	20%
		<a href="https://en.wikipedia.org/wiki/The_Vanguard_Group">en.wikipedia.org/wiki/The_Vanguard_Group</a>	25712	105%	19%
179	Capri Holdings Limited	<a href="https://en.wikipedia.org/wiki/Donatella_Versace">en.wikipedia.org/wiki/Donatella_Versace</a>	55553	58%	16%
289	Wizz Air Holdings PLC	<a href="https://en.wikipedia.org/wiki/Wizz_Air">en.wikipedia.org/wiki/Wizz_Air</a>	12838	151%	16%
98	Etsy Inc	<a href="https://en.wikipedia.org/wiki/Etsy">en.wikipedia.org/wiki/Etsy</a>	13370	34%	15%
563	Bank of America Corp	<a href="https://en.wikipedia.org/wiki/North_Hollywood_shootout">en.wikipedia.org/wiki/North_Hollywood_shootout</a>	15199	7%	14%
888	Discovery Communications Inc	<a href="https://en.wikipedia.org/wiki/Discovery%2C_Inc.">en.wikipedia.org/wiki/Discovery%2C_Inc.</a>	8190	82%	13%
881	Intercontinental Exchange Inc	<a href="https://en.wikipedia.org/wiki/New_York_Stock_Exchange">en.wikipedia.org/wiki/New_York_Stock_Exchange</a>	34720	88%	12%
851	eBay Inc	<a href="https://en.wikipedia.org/wiki/EBay">en.wikipedia.org/wiki/EBay</a>	35206	110%	11%
		<a href="https://en.wikipedia.org/wiki/Google_Play">en.wikipedia.org/wiki/Google_Play</a>	40928	27%	9%
837	Yum! Brands Inc	<a href="https://en.wikipedia.org/wiki/Taco_Bell">en.wikipedia.org/wiki/Taco_Bell</a>	14703	4%	9%
292	World Wrestling Entertainment	<a href="https://en.wikipedia.org/wiki/Madison_Square_Garden">en.wikipedia.org/wiki/Madison_Square_Garden</a>	25009	29%	8%
		<a href="https://en.wikipedia.org/wiki/Warner_Bros._Pictures">en.wikipedia.org/wiki/Warner_Bros._Pictures</a>	31286	122%	8%
		<a href="https://en.wikipedia.org/wiki/Airbnb">en.wikipedia.org/wiki/Airbnb</a>	30776	68%	8%
859	Alphabet Inc	<a href="https://en.wikipedia.org/wiki/Google">en.wikipedia.org/wiki/Google</a>	349728	86%	7%
2	Mattel Inc	<a href="https://en.wikipedia.org/wiki/Barbie">en.wikipedia.org/wiki/Barbie</a>	11254	12%	7%
		<a href="https://en.wikipedia.org/wiki/Berkshire_Hathaway">en.wikipedia.org/wiki/Berkshire_Hathaway</a>	50523	2%	7%
947	LVMH	<a href="https://en.wikipedia.org/wiki/Dior">en.wikipedia.org/wiki/Dior</a>	17724	25%	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 (2022-05-07, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
852	Goldman Sachs Group Inc	Marcus by Goldman Sachs®	292	25.3%	6.4%
227	SeaWorld Entertainment Inc	SeaWorld	277	28.6%	6.3%
849	Aetna Inc	Aetna Health	284	0.5%	3.8%
200	Overstock.com Inc	Overstock — Furniture & Decor	270	12.4%	3.2%
349	Honda Motor Co Ltd	HondaLink	305	1.2%	3.1%
1018	Barclays PLC	Barclays US Credit Cards	321	17.1%	2.2%
611	Cigna Corp	myCigna	315	1.0%	1.7%
798	Allstate Corp	Allstate® Mobile	239	2.7%	1.5%
348	Nissan Motor Co Ltd	NissanConnect® Services	348	4.7%	1.2%
102	Express Inc	Express Scripts; Express	365	5.7%	1.1%
377	CVS Health Corp	CVS Pharmacy	232	0.3%	0.9%



10. AppStore Publishers USA - 2W Delta (2022-05-07, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
16	Amazon.com Inc	Amazon Shopping; Amazon Prime Video; Amazon Alexa	13	6.2%	15.6%
	Internal Revenue Service		103	-4.4%	6.3%
	Intuit Inc.		104	-3.4%	4.1%
	Toca Boca AB		136	25.4%	3.1%
551	Walt Disney Co	Disney+; ESPN: Live Sports & Scores	23	8.9%	3.0%
	Peacock TV LLC	Peacock TV: Stream TV & Movies	46	41.8%	3.0%

#### 11. Online Retail Amazon - 2W Delta (2022-05-09, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
520	Glanbia PLC	3925	191.4%	30.7%
1474	Caleres, Inc.	383	28.1%	19.2%
189	Nike Inc	1448	14.0%	14.5%
264	Techtronic Industries Co Ltd	2243	7.8%	7.8%
79	De Longhi SpA	2044	7.1%	7.8%
959	Turtle Beach	1631	-9.9%	6.4%
106	Fitbit Inc	2289	23.6%	5.8%
389	Asics Corp	1436	-8.4%	5.3%
173	Makita Corp	984	4.9%	4.7%
955	Take Two Interactive	1507	4.2%	4.6%
149	Intuit Inc	625	-19.3%	4.5%
477	Panasonic Corp	666	-26.2%	4.0%
540	Logitech International SA	2736	66.3%	3.4%
67	Columbia Sportswear Co	3106	-6.3%	3.3%
283	Whirlpool Corp	2948	29.5%	3.2%

**12. Online Retail Walmart - 2W Delta (2022-05-09, 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>
171	Luxottica Group SpA	1424	176.5%	58.3%
525	Campbell Soup Co	723	131.7%	38.3%
250	Tempur Sealy International Inc	353	2.6%	24.7%
212	Prada SpA	503	418.6%	17.6%
268	Under Armour Inc	592	8.6%	16.6%
274	VF Corp	5041	34.2%	15.9%
328	Yamaha Corp	909	68.6%	12.0%
302	Gildan Activewear Inc	1847	23.4%	11.7%
457	Goodyear Tire & Rubber Co	3564	24.1%	10.0%
152	iRobot Corp	934	22.3%	6.6%
161	Kering SA	501	0.6%	6.2%

**13. Online Retail Bestbuy - 2W Delta (2022-05-09, 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>
362	Casio Computer Co Ltd	701	37.7%	8.8%
116	Garmin Ltd	1318	-3.1%	7.6%
328	Yamaha Corp	2216	9.5%	4.9%
955	Take Two Interactive	1895	-15.7%	3.8%
538	Fujifilm Holdings Corp	765	-28.0%	3.1%

**14. Job Listings - 2W Delta (2022-05-09, 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>
1353	John Wood Group PLC	1424	100.0%	142%
991	Safran SA	1230	0.9%	96%
774	Qualcomm Inc	3014	86.1%	88%
810	Lockheed Martin Corp	6271	86.0%	86%
817	Iron Mountain Inc	2877	100.0%	84%
40	Brinker International Inc	11065	57.0%	81%
822	Skyworks Solutions Inc	496	82.6%	81%
699	Parker-Hannifin Corp	1610	72.6%	80%
798	Allstate Corp	988	74.8%	80%
818	Principal Financial Group Inc	446	70.5%	77%
907	Church & Dwight Co Inc	239	62.8%	77%
658	Ingersoll-Rand PLC	339	51.6%	73%
690	Eversource Energy	698	81.0%	72%
1354	Elekta AB (publ)	299	45.3%	70%
639	Gartner Inc	1768	46.0%	69%
686	Twenty-First Century Fox Inc	711	69.6%	69%
161	Kering SA	735	75.0%	68%
1243	Suez SA	1378	79.7%	68%
556	General Electric Co	7590	100.0%	65%
951	Mercado Libre	180	30.2%	63%
747	Comcast Corp	3551	86.1%	62%
820	Universal Health Services Inc	8445	22.1%	62%
905	IHS Markit Ltd	2221	100.0%	61%
862	Agilent Technologies Inc	909	36.1%	61%
86	Dollar Tree Inc	10912	72.2%	60%
815	DXC Technology Co	3487	100.0%	56%
1203	Eiffage SA	2127	55.1%	54%
197	Ollie's Bargain Outlet Holding	2106	10.2%	54%
293	Wyndham Worldwide Corp	1350	4.1%	51%
1415	Cobham PLC	205	4.1%	50%

15. Employee Company Ratings - 2W Delta (2022-05-09, 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
118	Geox SpA	221	-0.8%	0.4%	-0.8%	9.2%	CEO Rating
165	Leon's Furniture Ltd	349	1.6%	2.0%	2.0%	8.8%	CEO Rating
695	Omnicom Group Inc	221	1.6%	3.2%	2.0%	6.2%	CEO Rating
1526	W R Berkley Corp	215	2.7%	2.0%	4.0%	6.0%	CEO Rating
1570	ABIOMED Inc	264	0.1%	0.4%	0.6%	5.6%	CEO Rating
700	PPL Corp	367	2.4%	4.4%	2.0%	5.6%	CEO Rating
230	SRP Groupe SA	315	0.4%	5.4%	-1.2%	0.0%	Outlook