

ASTUTEX TRENDSPOTTING

April 04, 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
The Swatch Group	Manufacturing company	952.38	914.28	topics: Swatch;Madeleine Albright; Army Combat Fitness Test;Diane Jenkins; The Young and the Restless; Male contraceptive queries: army combat ; army combat fitness test; army fitness test
Financial Services Information Sharing and Analysis Center	Financial services company	150.79	67.37	topics: Financial services
Omega SA	Company	68.40	45.93	topics: Swatch;Madeleine Albright; Diane Jenkins;Army Combat Fitness Test; The Young and the Restless; Male contraceptive queries: army combat ; army combat fitness test; army fitness test
Udemy, Inc.	Company	162.46	38.08	topics: Machine learning; Project management
Mallinckrodt	Pharmaceutical company	24.56	26.30	topics: Mallinckrodt Pharmaceuticals; Pharmaceutical industry;Bankruptcy
Singapore Airlines	Airline	197.21	25.37	topics: Turkish Airlines;Airline
WSFS Bank	Financial services company	1.20	6.41	topics: Online banking
Auto-Owners Insurance	Company	9.91	3.05	topics: Insurance;Vehicle insurance
Flonase	Drug brand	30.55	-2.85	queries: best allergy medicine
Poly-Wood, LLC	Company	53.23	-10.24	topics: Poly-Wood
Streetlane Homes	Property management company in Dallas, Texas	244.98	-13.82	queries: residential homes

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
886	Mosaic Co	2022-04-04	114%	70%
92	Elior Group SA	2022-04-04	47%	46%
316	Korean Air Lines Co Ltd	2022-04-04	66%	30%
317	Singapore Airlines Ltd	2022-04-04	172%	28%
832	Valero Energy Corp	2022-04-04	27%	24%
222	Royal Caribbean Cruises Ltd	2022-04-04	157%	18%
408	Nissin Foods Holdings Co Ltd	2022-04-04	30%	17%
585	Air Products and Chemicals Inc	2022-04-04	20%	16%
591	Archer Daniels Midland Co	2022-04-04	48%	11%
13	Accell Group NV	2022-04-04	-29%	10%
129	Haier Electronics Group Co Ltd	2022-04-04	11%	10%
392	Accor SA	2022-04-04	101%	9%
938	Martin Marietta Materials Inc	2022-04-04	13%	9%
934	News Corp	2022-04-04	12%	0%
507	InterContinental Hotels Group	2022-04-04	50%	-3%
293	Wyndham Worldwide Corp	2022-04-04	26%	-5%

3. Google Trends Industries World - 2W Delta (2022-04-04, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Hand luggage	148.1%	6.7%	topics: Baggage;Bag;Size queries: carry on; jetblue checked bag fee
Unmanned aerial vehicle	5.6%	5.3%	topics: AeroVironment Switchblade;DJI;Camera; Zagreb queries: drone;switchblade drone;drone switchblade; zagreb
Airline ticket	39.5%	5.1%	topics: Ticket;Airplane queries: tickets;uçak bileti;plane; are plane tickets going up
Retirement home	-1.8%	4.3%	topics: Home;Retirement;Alors On Danse;Amenity; WordWhizzle Search queries: maison de retraite;senior housing; retirement;goliath;murder party;trois fois rien
Airport	62.7%	4.2%	topics: Flight;International airport;Car rental; Ted Cruz queries: airport;ted cruz airport montana; cancun airport shooting;cancun airport shooting today
Ferry	33.9%	4.1%	topics: Island queries: ferry;port a ferry wait; sheplers ferry sold;ferry boat ride near me
Suitcase	37.3%	4.1%	topics: Baggage;Hand luggage;Bag;Model queries: suitcase; russian model suitcase;russian model found in suitcase; model found dead in suitcase
Heating, ventilation, and air	15.5%	3.7%	topics: Air conditioning;System queries: hvac; hvac financing rates;hvac uv light installation
Heating Ventilation and AC	15.5%	3.7%	topics: Air conditioning;System queries: hvac; hvac financing rates;hvac uv light installation
News	9.9%	3.2%	topics: Ukraine;Ukrainian language;Ukrainians; Mayim Bialik queries: news;will smith news; freddie freeman news;mayim bialik news
Payroll	11.7%	3.0%	topics: Tax;Payroll tax;Los Angeles Dodgers;Dodgers; Cincinnati Reds queries: payroll;dodgers payroll; dodgers 2022 payroll;braves 2022 payroll

3. Google Trends Industries World - 2W Delta (2022-04-04, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Lipstick	115.1%	2.9%	topics: topics: Estée Lauder;Colorqueries: lipstick; jada pinkett smith alopecia lipstick alley; jada pinkett smith alopecia; lipstick nazi queries: queries: lipstick;lipstick nazi
Hiking shoes	-32.2%	2.9%	topics: Hiking;Boot;Tennis Shoe queries: hiking boots; hiking shoes
Video game console	-22.8%	2.9%	topics: Video game;PlayStation 5 queries: console; amazon ps5 digital edition console; discontinued handheld nintendo console; discontinued handheld nintendo console crossword
Airline	53.6%	2.8%	topics: Frontier Airlines;Frontier;Flight; China Eastern Airlines queries: airlines;china airlines crash; china eastern airlines crash;china airlines crash video
Robotics	10.4%	2.7%	topics: Robot queries: robotics;blue alliance; 2018 robotik kodlama dünya birincisi; un pionnier de la robotique;■■■ ■■■ ■■■■■■ ■■■■■■
Backpack	25.3%	2.6%	topics: Bag;Fanny pack;Handbag;Draco queries: backpack; draco season with the bookbag; draco season with the bookbag meaning
Financial services	5.6%	2.6%	topics: Finance;Service queries: financial;financial services; corebridge financial aig; financial services compliance software
Computer security	18.2%	2.5%	topics: Security;Okta queries: security;cyber;cyber security; okta security breach;brett johnson cybersecurity; walking dead actor moses j moseley
Board game	-11.4%	2.5%	topics: Game queries: board;game board; jogo de tabuleiro mais antigo do mundo; gioco da tavolo che simula guerra;taoiseach
Jewelry design	-5.8%	2.4%	topics: Jewellery;Design; National Institute of Fashion Technology;Clay; Haram queries: jewellery;jewelry designers;jewellery design
Dress	23.4%	2.2%	topics: Clothing;Prom;Wedding queries: dress;dresses; rachel zegler oscars dress;oscar dresses 2022;cayred dresses

3. Google Trends Industries World - 2W Delta (2022-04-04, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Amusement park	49.1%	2.2%	topics: topics: Park;Amusement;Free fall;Death; ICON Parkqueries: amusement park;theme park; florida amusement park death;orlando amusement park death; florida amusement park death video queries: queries: amuseme; florida amusement park death video
Vehicle Insurance	-2.5%	2.1%	topics: Insurance queries: insurance;car insurance; michigan auto insurance refund progressive; michigan auto insurance refunds
Marketing	11.8%	2.0%	topics: Digital marketing queries: marketing; super affiliate bizleads automation summit; online marketing technique crossword

4. Google Trends Industries USA - 2W Delta (2022-04-04, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Unmanned aerial vehicle	5.5%	7.2%	topics: AeroVironment Switchblade;DJI;Camera; Zagreb queries: drone;switchblade drone;drone switchblade; zagreb
Amusement park	30.9%	6.8%	topics: Park;Amusement;Free fall;Death; ICON Park queries: amusement park;theme park; florida amusement park death;orlando amusement park death; florida amusement park death video
Robotics	22.4%	6.7%	topics: Robot queries: robotics;blue alliance; 2018 robotik kodlama dünya birincisi; un pionnier de la robotique;■■■ ■■■ ■■■■■■ ■■■■■■
Lipstick	512.0%	6.4%	topics: Estée Lauder;Color queries: lipstick; jada pinkett smith alopecia lipstick alley; jada pinkett smith alopecia;lipstick nazi
Coffeemaker	4.8%	4.8%	topics: Coffee queries: coffee maker;coffee; ambiano coffee maker;bonsenkitchen coffee maker
News	7.3%	4.6%	topics: Ukraine;Ukrainian language;Ukrainians; Mayim Bialik queries: news;will smith news; freddie freeman news;mayim bialik news
Video game console	-26.7%	4.3%	topics: Video game;PlayStation 5 queries: console; amazon ps5 digital edition console; discontinued handheld nintendo console; discontinued handheld nintendo console crossword
Computer security	16.3%	4.2%	topics: Security;Okta queries: security;cyber;cyber security; okta security breach;brett johnson cybersecurity; walking dead actor moses j moseley
Board game	-3.8%	3.7%	topics: Game queries: board;game board; jogo de tabuleiro mais antigo do mundo; gioco da tavolo che simula guerra;taoiseach
Business	-5.9%	3.6%	topics: Software;Enterprise software;Architecture; Sine and cosine;Liability insurance queries: empresa;empresas
Marketing	15.1%	3.2%	topics: Digital marketing queries: marketing; super affiliate bizleads automation summit; online marketing technique crossword

4. Google Trends Industries USA - 2W Delta (2022-04-04, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Physical fitness	-5.0%	3.0%	topics: topics: Gym;Exercise;Fitness center; The Young and the Restless;Madeleine Albright; Male contraceptivequeries: fitness; army combat fitness test leg tuck; pastor brian houston hillsong church; male contraceptive pills queries: queries: fitness; male contraceptive pills
E-commerce	6.8%	2.9%	topics: Trade queries: ecommerce;e-commerce car insurance; dhl ecommerce api v4;intuit e-commerce service
Career	17.2%	2.9%	topics: Job queries: careers;chase daniel career earnings; kyrie irving career high;kirk cousins career earnings
Video	-4.8%	2.7%	topics: High-definition video;Music video;TikTok;ICON Park; Free fall;Smith machine queries: video;videos; will smith chris rock video; 14 year old dies at icon park video;tyre sampson video
Food processor	-19.1%	2.7%	topics: Food;Pastry blender; Puff pastry queries: food processor;miyako food processor
Snow boot	3.6%	2.7%	topics: Boot queries: snow boots;winter boots
Vehicle Insurance	-3.4%	2.5%	topics: Insurance queries: insurance;car insurance; michigan auto insurance refund progressive; michigan auto insurance refunds
Enterprise Resource Planning	23.9%	2.5%	topics: System;Software;Financial statement; Software framework queries: erp
Workflow	30.0%	2.4%	topics: Management;Workflow management system; Path queries: workflow
Heating, ventilation, and air	15.2%	2.3%	topics: Air conditioning;System queries: hvac; hvac financing rates;hvac uv light installation
Heating Ventilation and AC	15.2%	2.3%	topics: Air conditioning;System queries: hvac; hvac financing rates;hvac uv light installation

4. Google Trends Industries USA - 2W Delta (2022-04-04, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Accounting	3.4%	2.3%	topics: topics: Accountant;Account;Taxqueries: accounting; owner distribution is what kind of account; grand canyon university queries: queries: accounting; grand canyon university
Application programming interface	17.5%	2.2%	topics: Representational state transfer queries: api; greatvalves.es vā;l vula de compuerta manual estā;ndar api; fabric api 1.18.2;dhl ecommerce api v4
Dialysis	7.9%	2.1%	topics: Hemodialysis queries: dialysis

5. Website Traffic - 2W Delta (2022-04-02, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
487	Raia Drogasil SA	2.894307	110%	76%
289	Wizz Air Holdings PLC	16.695000	247%	56%
13	Accell Group NV	1.264461	92%	41%
167	Localiza Rent a Car SA	3.155384	28%	40%
329	Sega Sammy Holdings Inc	3.420923	86%	36%
490	Etablissements Franz Colruyt	1.545500	1%	28%
246	Tallink Grupp AS	1.504461	165%	27%
99	Europcar Groupe SA	2.436000	97%	25%
383	BGF Co Ltd	1.099200	102%	24%
906	Western Digital Corp	18.331153	65%	22%
545	Boeing Co	6.136461	29%	21%
311	International Consolidated Air	36.633076	78%	19%
318	China Airlines Ltd	2.683230	18%	18%
292	World Wrestling Entertainment	16.757769	6%	18%
584	Aflac Inc	3.376923	33%	17%
935	Centene Corp	1.405000	29%	14%
429	AirAsia Bhd	14.020384	29%	13%
680	Micron Technology Inc	2.830923	8%	13%
225	Samsonite International SA	1.995153	69%	13%
496	Koninklijke Ahold Delhaize NV	3.134000	-10%	12%
81	DFS Furniture PLC	1.308923	7%	12%
577	American International Group I	3.878692	34%	11%
118	Geox SpA	2.387538	15%	9%
763	Fastenal Co	2.128923	3%	9%
6	Guess? Inc	5.630000	24%	9%
620	Corning Inc	2.259076	26%	8%
34	Bloomin' Brands Inc	4.371230	-20%	7%
131	Harley-Davidson Inc	9.915153	28%	7%
43	Buckle Inc	1.615153	1%	7%
810	Lockheed Martin Corp	4.578846	31%	6%
264	Techtronic Industries Co Ltd	4.801769	-5%	6%
143	Hugo Boss AG	9.543230	18%	6%
310	Deutsche Lufthansa AG	21.274923	110%	6%
396	Carrefour SA	29.475769	7%	5%

6. Wikipedia - 2W Delta (2022-04-04, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
1112	The Swatch Group AG	en.wikipedia.org/wiki/The_Swatch_Group	3844	24.7%	21.1%
441	Bandai Namco Holdings Inc	en.wikipedia.org/wiki/Bandai_Namco_Entertainment	3454	61.1%	19.6%
666	Oracle Corp	en.wikipedia.org/wiki/Larry_Ellison	8727	24.4%	18.0%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	195014	69.6%	14.4%
545	Boeing Co	en.wikipedia.org/wiki/Boeing	14506	51.2%	14.0%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	6761	55.1%	12.5%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_murder	2688	0.2%	11.6%
997	Electricite de France SA	en.wikipedia.org/wiki/Hinkley_Point_C_nuclear_power_station	2690	44.3%	10.9%
812	Capital One Financial Corp	en.wikipedia.org/wiki/Rose_Bowl_Game	3807	42.9%	10.6%
576	Citigroup Inc	en.wikipedia.org/wiki/CVC_Capital_Partners	6053	22.8%	10.1%
310	Deutsche Lufthansa AG	en.wikipedia.org/wiki/Germanwings_Flight_9525	7837	21.1%	9.1%
194	NVIDIA Corp	en.wikipedia.org/wiki/Deep_learning_super_sampling	6402	1.6%	9.0%
16	Amazon.com Inc	en.wikipedia.org/wiki/Fire_OS	53536	28.8%	9.0%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2979	-7.4%	8.6%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	3850	19.4%	8.4%
308	Air China Ltd	en.wikipedia.org/wiki/Air_China	2557	17.5%	8.0%
519	Nestle SA	en.wikipedia.org/wiki/Nestl%C3%A9	5202	-1.7%	8.0%
698	PG&E Corp	en.wikipedia.org/wiki/Erin_Brockovich	6807	-27.0%	7.8%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	3842	79.8%	7.6%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	2975	36.5%	7.4%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	3851	15.0%	6.9%
578	Honeywell International Inc	en.wikipedia.org/wiki/Terminal_High_Altitude_Area_Defense	5005	24.8%	6.9%
313	Cathay Pacific Airways Ltd	en.wikipedia.org/wiki/Air_China	2952	-2.6%	6.8%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft	13029	18.8%	6.1%
443	FedEx Corp	en.wikipedia.org/wiki/FedEx	5079	19.5%	6.1%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	39616	33.1%	5.8%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/Kelly_Loeffler	6604	-68.8%	5.6%
965	BP PLC	en.wikipedia.org/wiki/BP	2723	-3.0%	5.4%
372	Pernod Ricard SA	en.wikipedia.org/wiki/Stolichnaya	11057	5.7%	5.4%
317	Singapore Airlines Ltd	en.wikipedia.org/wiki/Vistara	5021	32.5%	5.4%

6. Wikipedia - 2W Delta (2022-04-04, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
644	General Dynamics Corp	en.wikipedia.org/wiki/Littoral_combat_ship	7090	11.0%	5.4%
934	News Corp	en.wikipedia.org/wiki/New_York_Post	12671	-4.9%	5.3%
311	International Consolidated Air	en.wikipedia.org/wiki/British_Airways	4030	20.7%	5.1%

7. Wikipedia Pages- 2W Delta (2022-04-02, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Shen_Yun	13412	333%	74%
		en.wikipedia.org/wiki/FromSoftware	51901	270%	62%
		en.wikipedia.org/wiki/Theranos	148189	426%	54%
545	Boeing Co	en.wikipedia.org/wiki/Terminal_High_Altitude_Area_Defense	12014	270%	35%
578	Honeywell International Inc	en.wikipedia.org/wiki/Terminal_High_Altitude_Area_Defense	12014	270%	35%
666	Oracle Corp	en.wikipedia.org/wiki/Larry_Ellison	27456	33%	28%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	57322	69%	15%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	23350	127%	15%
443	FedEx Corp	en.wikipedia.org/wiki/FedEx	28087	8%	14%
		en.wikipedia.org/wiki/AnyDesk	41697	28%	14%
666	Oracle Corp	en.wikipedia.org/wiki/Oracle_Corporation	26366	21%	11%
		en.wikipedia.org/wiki/Chrome_Web_Store	14112	33%	10%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	28072	36%	10%
		en.wikipedia.org/wiki/Google_Play	40134	6%	9%
		en.wikipedia.org/wiki/Airbnb	28846	55%	9%
		en.wikipedia.org/wiki/Credit_card	21545	27%	8%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	14027	140%	8%
98	Etsy Inc	en.wikipedia.org/wiki/Etsy	17237	0%	8%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	22244	36%	7%
		en.wikipedia.org/wiki/Infosys	35634	46%	7%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_Maps	124542	136%	7%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	720323	71%	7%
		en.wikipedia.org/wiki/Forever_Living_Products	10953	119%	6%
		en.wikipedia.org/wiki/Koch_Industries	10295	7%	6%
424	Samsung Electronics Co Ltd	en.wikipedia.org/wiki/Samsung_Electronics	16797	22%	5%
20	Apple Inc	en.wikipedia.org/wiki/Apple_Inc.	79475	4%	5%

8. Instagram - 2W Delta (2022-04-04 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
381	Seven & i Holdings Co Ltd	instagram.com/p/CbOOMqfFePE instagram.com/p/CassbATIW8Z instagram.com/p/CbQo-Q3pfy	97.4%	1,600.9%	506.3%
225	Samsonite International SA	instagram.com/p/Cbcn3-wqSp3	25.5%	849.3%	126.2%
93	El Pollo Loco Holdings Inc	instagram.com/p/CbS8_ZPlugy	22.1%	673.8%	114.6%
524	Orkla ASA		18.6%	293.0%	98.8%
91	Electrolux AB		19.9%	654.3%	97.1%
435	Autozone Inc	instagram.com/p/CbS2JypJAzN	20.4%	468.7%	77.6%
396	Carrefour SA	instagram.com/p/Cb4aTZINh2P instagram.com/p/Cb4MkE1ITk2 instagram.com/p/CbuUoADIQxn	17.7%	243.0%	65.9%
311	International Consolidated Airlines Group SA	instagram.com/p/CbIGZ4slBmf instagram.com/p/CbrluweDbHc instagram.com/p/CbSHDMUK0LH	14.5%	270.6%	62.3%
537	Acer Inc		2.8%	320.8%	60.1%
230	SRP Groupe SA		45.9%	1,327.0%	58.8%
290	Wolverine World Wide Inc	instagram.com/p/CbcuzlAM43o	9.4%	189.9%	55.6%
262	Trivago NV		16.5%	265.9%	45.7%
13	Accell Group NV		13.3%	314.9%	36.9%
68	Sleep Number Corp	instagram.com/p/CZ2qtN6j3KP	20.9%	318.3%	34.7%
289	Wizz Air Holdings PLC		21.7%	137.4%	28.6%
480	Mastercard Inc		11.9%	468.4%	27.4%
2	Mattel Inc	instagram.com/p/CbNyrpktLDp instagram.com/p/CbGD01v9di instagram.com/p/CbdzaikADjQ	13.4%	209.9%	27.0%
354	Tsingtao Brewery Co Ltd		182.5%	385.8%	26.6%
26	Avon Products Inc		4.1%	135.2%	26.5%
273	Vestel Elektronik Sanayi ve Ticaret AS		13.7%	130.4%	25.7%
31	Beneteau SA		19.0%	130.5%	24.0%

8. Instagram - 2W Delta (2022-04-04 Growth YoY) (Part 2)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
115	Gap Inc	instagram.com/p/Cbn0avgOGZI instagram.com/p/	2.8%	133.3%	23.7%
159	KappAhl AB (publ)		7.2%	138.8%	22.1%
98	Etsy Inc		9.0%	140.8%	21.5%
507	InterContinental Hotels Group PLC		7.4%	141.5%	21.3%
390	Nintendo Co Ltd	instagram.com/p/CZ110iqhf8c instagram.com/p/CblqsFhvF4g instagram.com/p/Ca-o5GmPPY8	5.0%	192.2%	20.4%
178	Merlin Entertainments PLC	instagram.com/p/Cbgo8q1lzL4 instagram.com/p/Cb0eVf-JmAk	13.1%	135.3%	18.5%
334	SAP SE		19.7%	344.1%	18.3%
951	Mercado Libre	instagram.com/p/CbiceAXAAuy instagram.com/p/CbfzG_Junzt	23.9%	129.7%	16.6%
377	CVS Health Corp	instagram.com/p/CbxhEfiLzoy	13.6%	406.7%	14.9%
454	Compagnie Generale des Etablissements Michelin SCA		17.6%	185.6%	14.4%
71	Crocs Inc	instagram.com/p/CbXXrcxFkXP instagram.com/p/CbZ8MEMLMDx instagram.com/p/CbNZWKXlj1j	29.0%	221.6%	14.2%
4	Salvatore Ferragamo SpA	instagram.com/p/CbsJUIqtD1 instagram.com/p/Cb3Kn4Eq_9H	11.7%	111.2%	13.8%
418	Shiseido Co Ltd	instagram.com/p/Cb2flpFg1zo instagram.com/p/CbulPgRgKXz instagram.com/p/Cbm_iSxAPmC	5.3%	183.8%	13.5%
393	Minor International PCL		5.1%	130.4%	11.5%
349	Honda Motor Co Ltd	instagram.com/p/Cbcn2rxuFGa instagram.com/p/CbFxUgQhij3 instagram.com/p/CZ2H9FVp_X4	3.7%	115.6%	11.2%
343	Yokohama Rubber Co Ltd		10.5%	155.1%	10.3%
155	JD Sports Fashion PLC	instagram.com/p/CbxixOSt-Rt	4.0%	190.3%	8.9%
394	Wesfarmers Ltd		12.5%	169.3%	8.6%
321	United Continental Holdings Inc	instagram.com/p/CbFuzJRPqBy instagram.com/p/Ca22xdjv-Dg instagram.com/p/CbDA8Vvt8aq	7.7%	107.0%	8.5%

8. Instagram - 2W Delta (2022-04-04 Growth YoY) (Part 3)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
476	Nikon Corp		2.1%	137.2%	7.8%
240	Steven Madden Ltd	instagram.com/p/Cbxc1g4upiE instagram.com/p/Cbsaf6MuqDF instagram.com/p/Cb0qla7v63P	6.6%	116.9%	7.2%
472	Ceconomy AG		9.6%	113.5%	7.1%
344	Cheng Shin Rubber Ind. Co Ltd		8.4%	109.4%	6.8%
5	Puma SE	instagram.com/p/CbxZrzFrM4S instagram.com/p/CbdRd4glTSA instagram.com/p/Cbfea4AAI9S	5.1%	191.6%	6.8%
489	Walgreens Boots Alliance Inc		3.8%	106.1%	6.5%
528	Kraft Heinz Co	instagram.com/p/Cbz6CiegaQ3	1.0%	229.5%	5.8%
397	Aeon Co Ltd		14.9%	119.4%	5.7%
70	Costco Wholesale Corp	instagram.com/p/Ca8AfwJjAxT instagram.com/p/CbpqCNZjzOm instagram.com/p/CbLBGvYjRn8	25.1%	384.5%	3.9%
949	Dick's Sporting Goods		13.0%	184.5%	3.8%
134	Herbalife Ltd	instagram.com/p/CazvvWQMOH0 instagram.com/p/Ca5U09ishal instagram.com/p/CblojSSglul	7.1%	102.2%	3.6%

9. AppStore USA - 2W Delta (2022-04-02, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
323	Alibaba Group Holding Ltd	AliExpress Shopping App; Alibaba.com B2B Trade App	233	20.8%	23.0%
574	Microsoft Corp	Microsoft Outlook; Microsoft Teams; Xbox	134	1.5%	5.1%
98	Etsy Inc	Etsy: Custom & Creative Goods	94	24.2%	3.5%
325	Tencent	JOOX Music	338	9.4%	3.5%
812	Capital One Financial Corp	Capital One Mobile	108	11.5%	3.4%
424	Samsung Electronics Co Ltd	Samsung Health	279	10.8%	2.4%
785	CBS Corp	Paramount+; CBS	199	3.3%	2.2%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club; Vudu - Movies & TV	198	2.1%	2.2%
259	Tractor Supply Co	Tractor Supply	295	5.1%	1.6%
435	Autozone Inc	AutoZone - Auto Parts & Repair	303	4.5%	1.0%
1477	Twitter Inc	Twitter	24	8.1%	0.9%

10. AppStore Publishers USA - 2W Delta (2022-04-02, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Telegram FZ-LLC	Telegram Messenger	31	17.6%	10.3%
	Duolingo	Duolingo - Language Lessons	93	39.4%	6.2%
	Credit Karma, Inc.	Credit Karma	92	2.6%	5.6%
	OfferUp Inc.	OfferUp - Buy. Sell. Letgo.	90	-14.7%	4.9%
	Chick-fil-A, Inc.	Chick-fil-A	129	-20.1%	4.4%
	Klarna Bank AB	Klarna Shop now. Pay later.	144	12.7%	3.8%
98	Etsy Inc	Etsy: Custom & Creative Goods	94	24.2%	3.5%
	Early Warning Services, LLC	Zelle	67	9.6%	3.4%
812	Capital One Financial Corp	Capital One Mobile	108	11.5%	3.4%

11. Online Retail Amazon - 2W Delta (2022-04-04, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
520	Glanbia PLC	3828	137.2%	11.0%
189	Nike Inc	1312	-19.8%	9.0%
1474	Caleres, Inc.	347	-11.3%	8.3%
268	Under Armour Inc	3572	-13.9%	6.2%
173	Makita Corp	970	-5.7%	5.1%
903	Seagate Technology PLC	798	-15.1%	4.5%
215	PVH Corp	850	-13.6%	4.2%
2	Mattel Inc	5584	0.8%	4.0%
277	Vista Outdoor Inc	1469	-2.8%	3.5%
67	Columbia Sportswear Co	3029	-12.6%	3.0%

12. Online Retail Walmart - 2W Delta (2022-03-28, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
663	Kimberly-Clark Corp	1140	383.1%	96.7%
66	Tapestry Inc	1113	224.5%	47.0%
238	Starbucks Corp	1150	76.1%	41.9%
536	Monster Beverage Corp	345	62.7%	37.3%
290	Wolverine World Wide Inc	498	152.8%	36.6%
526	General Mills Inc	278	118.9%	35.9%
179	Capri Holdings Limited	2792	177.5%	31.3%
475	Sharp Corp	401	99.5%	17.7%
264	Techtronic Industries Co Ltd	678	17.9%	16.8%
79	De Longhi SpA	1834	42.1%	16.7%
5	Puma SE	603	169.2%	16.1%
457	Goodyear Tire & Rubber Co	2520	-18.4%	14.0%
152	iRobot Corp	724	-12.1%	11.6%
525	Campbell Soup Co	524	10.8%	11.6%
328	Yamaha Corp	997	46.4%	10.6%
531	L'Oreal SA	378	81.7%	7.4%
957	Capcom	481	111.9%	7.2%
528	Kraft Heinz Co	1249	62.2%	7.2%
283	Whirlpool Corp	3481	0.4%	7.2%
171	Luxottica Group SpA	1193	50.4%	6.2%
416	Beiersdorf AG	652	9.6%	5.5%

13. Online Retail Bestbuy - 2W Delta (2022-04-04, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
441	Bandai Namco Holdings Inc	225	108.3%	26.0%
328	Yamaha Corp	2081	-4.5%	6.5%
955	Take Two Interactive	2043	-15.7%	4.8%
116	Garmin Ltd	1141	-18.0%	4.5%

14. Job Listings - 2W Delta (2022-04-04, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
372	Pernod Ricard SA	109	0.0%	97%
1403	Elis SA	829	100.0%	96%
360	Dixons Carphone PLC	255	93.6%	88%
988	Glencore PLC	251	54.7%	87%
1232	Carl Zeiss Meditec AG	1010	42.4%	70%
548	Chevron Corp	1131	100.0%	67%
394	Wesfarmers Ltd	1160	100.0%	66%
141	Howden Joinery Group PLC	320	88.3%	62%
540	Logitech International SA	444	-16.3%	61%
682	Murphy Oil Corp	1752	73.2%	57%
164	L Brands Inc	5161	22.5%	55%
252	Finish Line Inc	1758	66.3%	54%
496	Koninklijke Ahold Delhaize NV	8947	44.7%	53%
868	Nasdaq Inc	306	87.1%	52%
104	Fielmann AG	2684	88.7%	50%
1070	Aviva PLC	481	81.9%	49%
1166	Stora Enso Oyj	271	80.1%	44%
1064	Fresenius Medical Care AG & Co	7116	66.5%	40%
429	AirAsia Bhd	332	100.0%	40%
604	Fortune Brands Home & Security	217	-53.5%	40%
45	Burberry Group PLC	319	39.8%	39%
1210	Commerzbank AG	593	71.8%	38%
916	Alexion Pharmaceuticals Inc	551	100.0%	37%
152	iRobot Corp	187	32.0%	35%
1055	E.ON SE	555	25.1%	34%
992	Lloyds Banking Group PLC	264	39.7%	34%
98	Etsy Inc	171	25.8%	30%
1066	Givaudan SA	424	75.7%	30%
168	LPP SA	157	16.9%	29%
698	PG&E Corp	339	31.7%	29%

15. Employee Company Ratings - 2W Delta (2022-04-04, 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
1063	Schindler Holding AG	1651	0.9%	16.0%	6.4%		Outlook
1109	CNP Assurances SA	230	-1.0%	-0.4%	-0.4%	11.4%	CEO Rating
1053	WFD Unibail Rodamco NV	363	2.1%	2.8%	1.7%	8.3%	CEO Rating
1085	Aeroports de Paris SA	7175	0.0%	3.0%	0.0%	7.8%	CEO Rating
909	Alliant Energy Corp	456	1.5%	2.8%	2.1%	6.6%	CEO Rating
510	Distribuidora Internacional de	537	0.0%	2.0%	1.2%	6.4%	CEO Rating
3	NCSOFT Corp	291	2.7%	6.4%	3.7%		Outlook
1144	Bollore SA	967	-0.8%	-0.2%	-1.0%	6.2%	CEO Rating
757	Celgene Corp	891	-0.3%	2.8%	0.5%	6.0%	CEO Rating
64	Citrix Systems Inc	4504	1.4%	3.4%	0.7%	5.6%	CEO Rating
197	Ollie's Bargain Outlet Holding	2140	0.2%	1.2%	-0.2%	5.4%	CEO Rating
1523	Rollins Inc	432	0.4%	0.2%	0.2%	5.2%	CEO Rating
461	Subaru Corp	248	1.6%	5.2%	1.2%	-2.8%	Outlook
712	SCANA Corp	271	0.5%	5.2%	2.0%		Outlook
606	Kansas City Southern	221	1.7%	5.0%	1.7%		Outlook
1059	Swisscom AG	783	0.6%	5.0%	0.6%	0.8%	Outlook
1503	FleetCor Technologies Inc	1343	0.7%	2.0%	0.7%	5.0%	CEO Rating