

# **ASTUTEX TRENDSPOTTING**

**November 21, 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
Frontier Airlines	Airline	97.1	38.9	topics: Frontier Airlines; Airline queries: frontier airlines custo
Amazon Robotics	Company	48.2	29.4	topics: Robotics queries: amazon robotic
eToro	Financial services company	31.1	22.9	topics: Coinbase;Aerial work platform
American Family Insurance	Insurance company	37.3	17.8	
Ledger	Company	-13.1	15.2	topics: Wallet;Ledger
Mobilink	Mobile operator company	27.2	11.5	topics: NBA
ASRock	Motherboard company	36.5	7.3	topics: Graphics card
Frontier Airlines	Airline	54.5	6.4	topics: Airport;Airline;Hand luggage; Frontier Communications; Check-in queries: frontier airlines cust
Kuiu	Hunting company	20.7	5.0	
SUDAFED	Drug brand	19.5	2.2	
Aetna	Managed care company	13.2	0.8	topics: Point of sale; Flexible spending account; CVS Pharmacy, Inc.;UnitedHealthcare Inc; UnitedHealth Group Inc queries: healthca

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
68	Sleep Number Corp	2022-11-21	1,960%	1,040%
993	Iberdrola SA	2022-11-21	45%	27%
115	Gap Inc	2022-11-21	-4%	12%
271	Vail Resorts Inc	2022-11-21	-6%	10%
823	National Oilwell Varco Inc	2022-11-21	22%	10%
538	Fujifilm Holdings Corp	2022-11-21	23%	10%
167	Localiza Rent a Car SA	2022-11-21	26%	3%

### 3. Google Trends Industries World - 2W Delta (2022-11-21, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Social media	-3.3%	3.8%	topics: Promotion;Parler;Advertising campaign queries: social; social media;bluesky social;bluesky;jack dorsey
Snow boot	-9.7%	3.7%	topics: Boot;Khombu;Pajar;Big 5 Sporting Goods queries: boots; winter boots;womans snow boots;ugg winter boots men;khols
Black Friday	-11.8%	3.2%	topics: 2022;Discounts and allowances; Belk Inc. queries: black friday; black friday christmas tree deals;meijer black friday 2022; blackfriday.com 2022
Enterprise Resource Planning	22.8%	2.7%	topics: System;Software;Software Developer;Efficiency; General ledger queries: erp
Nutrition	6.3%	2.2%	topics: Nutrition facts label queries: nutrition; kale nutritional information
Tracksuit	-1.9%	1.8%	topics: Suit;Man;Nike;Mafia;Diesel;AS Monaco queries: tracksuit; e■ofman;tracksuit nike;mens nike tracksuit set; hugo boss tracksuit;custom tracksuits
Robotics	29.8%	1.7%	topics: Robot;Layoff;Moonwalkers; Computer vision queries: robotics;amazon robotics layoff; shift robotics moonwalkers;is miso robotics a good investment
3D Printing	18.5%	1.5%	topics: Printing;Three-dimensional space;Printer queries: 3d; asics 3d printed slides;lennar 3d printed homes; best 3d printer for kids;3d printed glock 19
Pharmaceutical drug	9.4%	1.4%	topics: Medicine;Drug;Product recall queries: medication; tercian medication;blood pressure medicine recall; fda recalls blood pressure medication
Dialysis	9.3%	1.4%	topics: Nurse;Kidney transplantation;Osmosis queries: dialysis; california propositions 2022;gavin newsom; fistula for dialysis in arm
Motorcycle	10.4%	1.4%	queries: motorcycle;brooklyn disciples motorcycle club

### 3. Google Trends Industries World - 2W Delta (2022-11-21, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Foodservice	1.8%	1.3%	topics: topics: Food;Service;Managed services;Leadership; Hairnetqueries: food service queries: queries: food service
Musical Instrument	3.3%	1.3%	topics: Music;used;The Muppet Show;Vindaloo; Korma queries: instrument;instruments; instrument played by parker;vindaloo; instrument played by animal on the muppet show
Job	4.5%	1.2%	topics: Indeed queries: jobs;quickhire jobs;quick hire jobs; netflix tagger job
News	-10.5%	1.2%	topics: News broadcasting;BBC World News;North Korea
Down jacket	-2.9%	1.2%	topics: Jacket queries: puffer;jacket;puffer jacket
Mobile games	5.4%	1.1%	topics: Mobile phone;Game;Video game;Goddess; Harry Potter video games; Five Nights at Freddy's queries: game mobile;mobile games; nikke mobile game;google play mobile games now on pc; pixicade mobile game maker
Clog	39.7%	1.1%	topics: Birkenstock;Stüssy queries: clogs;clog; jordan system 23 clog;japanese clog;like heavy clogs crossword croc day x crocs classic clog
Stock market	9.1%	1.0%	topics: Market;Stock;Election Day (US);Veterans Day; Veteran queries: stock;stock market;market; stock market open on veterans day; is the stock market closed on veterans day; are markets open on veterans day
Pharmaceutical industry	-2.9%	1.0%	topics: Pharmaceutical drug;Company
Online shopping	-12.0%	0.9%	topics: Shopping queries: online shopping; midnight velvet online shopping; hobby lobby.com online shopping; wards.com online shopping website;lottery online purchase; cracker barrel online store
Playstation 4	-18.1%	0.9%	topics: Sony PlayStation 4;God of War Ragnarök queries: ps4; god of war ragnarok ps4 performance; bendy and the dark revival;blight survival

### 3. Google Trends Industries World - 2W Delta (2022-11-21, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Sony PlayStation	-1.3%	0.8%	topics: topics: PlayStation 5queries: playstation; ps plus novembro 2022;november playstation plus games; playstation black friday deals queries: queries: playstation; playstation black friday deals
Business	7.8%	0.8%	topics: Business;Enterprise software;Software queries: empresa; enterprise software companies
Energy Drink	31.2%	0.8%	topics: Drink;Bawls queries: energy;energy drink; how much caffeine is too much; can energy drinks cause kidney stones; rick and morty energy drink

#### 4. Google Trends Industries USA - 2W Delta (2022-11-21, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Snow boot	-7.0%	6.8%	topics: Boot;Khombu;Pajar;Big 5 Sporting Goods queries: boots; winter boots;womans snow boots;ugg winter boots men;khols
Leggins	-5.3%	1.7%	topics: Woman;Tights queries: leggings;lululemon belt bag
Sports betting	-23.9%	1.2%	topics: Sports;Odds;Jim McIngvale;Breeders' Cup; PredictIt queries: betting;best college basketball bets today; election betting odds.com;ufc 281 betting odds
Financial services	0.2%	1.1%	topics: Finance;Service;Jio queries: financial; td financial login;pfizer stock;north american financial
Video camera	-13.2%	1.0%	topics: Camera;Video;Nevada Department of Transportation;AKASO; Instant camera queries: camera;camera video; when was the first camera invented;ndot traffic cameras; colorado springs traffic cameras
Streetwear	-6.8%	0.8%	topics: Clothing;Man;Brand;Supreme;ASOS; Off-White queries: streetwear;off white
3D Computer graphics	9.0%	0.6%	topics: 3D modeling;model queries: 3d;adam 3d model; wakanda forever 3d;princeton 3d model adam
Education	26.4%	0.5%	topics: Teacher;Physical education queries: education; rishi sunak education;attorney general colorado; colorado state treasurer;sasha obama education
Video card	-9.3%	0.4%	topics: Nvidia;Personal computer; Video game queries: graphics card;black friday gpu deals
Health Insurance	-5.6%	0.2%	topics: Health;Insurance
Jacket	1.1%	0.2%	topics: Woman;Man;Down jacket queries: jacket; nike big swoosh reversible boa jacket; kate upton astros jacket



#### 4. Google Trends Industries USA - 2W Delta (2022-11-21, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
High-heeled shoe	-10.7%	0.2%	topics: topics: Shoes;Heel; Bootqueries: heels queries: queries: heels
Tracksuit	-22.7%	0.1%	topics: Suit;Man;Nike;Mafia;Diesel;AS Monaco queries: tracksuit; e■ofman;tracksuit nike;mens nike tracksuit set; hugo boss tracksuit;custom tracksuits
Self storage	-16.4%	0.1%	queries: storage self;climate controlled storage; storage prices;self-storage

5. Website Traffic - 2W Delta (2022-11-19, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
440	NetEase Inc	3889.963076	509%	54%
444	Bpost SA	4.102538	72%	39%
12	Associated British Foods PLC	9.584307	157%	34%
353	Ambev SA	2.196538	904%	31%
197	Ollie's Bargain Outlet Holding	1.848615	136%	30%
456	Hankook Tire Co Ltd	1.407153	86%	29%
180	Midea Group Co Ltd	17.160923	51%	28%
340	Continental AG	1.337461	54%	25%
620	Corning Inc	2.297769	32%	24%
780	State Street Corp	2.088615	96%	19%
571	Analog Devices Inc	14.094923	179%	17%
505	Activision Blizzard Inc	247.134769	105%	17%
897	Mettler-Toledo International I	3.797538	12%	17%
731	Johnson Controls International	2.447076	34%	14%
632	PerkinElmer Inc	1.913230	138%	13%
225	Samsonite International SA	2.238384	23%	13%
78	Deckers Outdoor Corp	9.355153	-35%	12%
512	E-Mart Inc	1.873076	44%	12%
810	Lockheed Martin Corp	3.993769	18%	11%
691	Northrop Grumman Corp	2.981769	26%	11%
504	Nexon Co Ltd	6.352615	24%	10%
717	Snap-On Inc	1.849538	14%	10%
167	Localiza Rent a Car SA	5.958461	69%	9%
924	Zoetis Inc	1.182923	193%	9%
111	Fossil Group Inc	8.555846	4%	9%
283	Whirlpool Corp	11.874384	15%	8%
774	Qualcomm Inc	9.315384	35%	5%
6	Guess? Inc	5.441769	2%	5%
514	Massmart Holdings Ltd	11.356153	22%	5%

## 6. Wikipedia - 2W Delta (2022-11-21, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
14	Adidas AG	en.wikipedia.org/wiki/Adidas	10947	23.9%	14.0%
670	Eli Lilly and Co	en.wikipedia.org/wiki/Eli_Lilly_and_Company	4200	26.8%	10.9%
399	Wal-Mart Stores Inc		2683	2.6%	10.6%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	46774	18.6%	10.6%
2	Mattel Inc	en.wikipedia.org/wiki/CadZZilla	29932	20.5%	9.6%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2796	-18.6%	8.9%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	2724	33.3%	8.8%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	17946	37.4%	7.3%
852	Goldman Sachs Group Inc	en.wikipedia.org/wiki/Goldman_Sachs	2832	16.5%	6.9%
189	Nike Inc	en.wikipedia.org/wiki/Nike_Oregon_Project	13701	15.5%	6.6%
414	Mondelez International Inc	en.wikipedia.org/wiki/Mondelez_International	4187	-9.9%	6.3%
328	Yamaha Corp	en.wikipedia.org/wiki/Yamaha_Motor_Company	3510	20.5%	6.2%
947	LVMH	en.wikipedia.org/wiki/LVMH	19451	0.9%	6.1%
835	Accenture PLC	en.wikipedia.org/wiki/Accenture	4995	-2.7%	5.5%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Activision_Blizzard	78518	0.9%	5.0%
175	McDonald's Corp	en.wikipedia.org/wiki/McDonald's	9230	5.3%	5.0%

## 7. Wikipedia Pages- 2W Delta (2022-11-21, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
187	Netflix Inc	en.wikipedia.org/wiki/Millarworld	41905	2,604%	655%
		en.wikipedia.org/wiki/Harrods	88470	257%	186%
16	Amazon.com Inc	en.wikipedia.org/wiki/A9.com	21773	761%	128%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Modern_Warfare_2	69259	824%	122%
		en.wikipedia.org/wiki/AbeBooks	21788	609%	96%
		en.wikipedia.org/wiki/Alexa_Internet	23775	323%	48%
		de.wikipedia.org/wiki/Spotify	16171	326%	43%
		en.wikipedia.org/wiki/Theranos	242562	-14%	36%
14	Adidas AG	en.wikipedia.org/wiki/Adidas	91294	66%	29%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/Mythic_Quest	44711	2%	29%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty_4:_Modern_Warfare	19188	106%	28%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Modern_Warfare_3	14307	120%	24%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Modern_Warfare_(2019_video_game)	35640	139%	18%
		en.wikipedia.org/wiki/Cargill	14098	78%	18%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/X.com	25027	97%	17%
		en.wikipedia.org/wiki/Infosys	38323	143%	16%
		en.wikipedia.org/wiki/Spotify	93636	85%	16%
		en.wikipedia.org/wiki/Louis_Vuitton	26208	22%	15%
		en.wikipedia.org/wiki/Resident_Evil_Village	18029	15%	14%
		en.wikipedia.org/wiki/Pok%C3%A9mon	50145	16%	14%
5	Puma SE	en.wikipedia.org/wiki/Puma_(brand)	20094	18%	14%
458	Volkswagen AG	en.wikipedia.org/wiki/Lamborghini	38790	12%	12%
		en.wikipedia.org/wiki/Decathlon_(retailer)	19848	46%	11%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	1156014	65%	11%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/World_of_Warcraft	23488	42%	11%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Warzone	21796	-24%	11%
		en.wikipedia.org/wiki/Uniqlo	15922	65%	10%
		en.wikipedia.org/wiki/Bet9ja	29835	25%	9%
189	Nike Inc	en.wikipedia.org/wiki/Nike%2C_Inc.	51271	39%	9%
233	Skechers USA Inc	en.wikipedia.org/wiki/Skechers	7225	129%	9%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	426062	28%	8%
		en.wikipedia.org/wiki/Fox_Broadcasting_Company	35426	14%	8%
		en.wikipedia.org/wiki/Foxconn	24616	49%	8%

## 7. Wikipedia Pages- 2W Delta (2022-11-21, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		<a href="https://en.wikipedia.org/wiki/Sony_Interactive_Entertainment">en.wikipedia.org/wiki/Sony_Interactive_Entertainment</a>	18946	31%	7%
		<a href="https://en.wikipedia.org/wiki/Charles_de_Gaulle_Airport">en.wikipedia.org/wiki/Charles_de_Gaulle_Airport</a>	18058	37%	7%
852	Goldman Sachs Group Inc	<a href="https://en.wikipedia.org/wiki/Goldman_Sachs">en.wikipedia.org/wiki/Goldman_Sachs</a>	22048	18%	7%
		<a href="https://en.wikipedia.org/wiki/Samsung">en.wikipedia.org/wiki/Samsung</a>	44834	7%	7%
98	Etsy Inc	<a href="https://en.wikipedia.org/wiki/Etsy">en.wikipedia.org/wiki/Etsy</a>	18009	35%	7%
347	Renault SA	<a href="https://en.wikipedia.org/wiki/Renault">en.wikipedia.org/wiki/Renault</a>	13360	4%	7%
		<a href="https://en.wikipedia.org/wiki/Valve_Corporation">en.wikipedia.org/wiki/Valve_Corporation</a>	16434	8%	6%
870	MetLife Inc	<a href="https://en.wikipedia.org/wiki/MetLife_Stadium">en.wikipedia.org/wiki/MetLife_Stadium</a>	15397	34%	6%
		<a href="https://en.wikipedia.org/wiki/IKEA">en.wikipedia.org/wiki/IKEA</a>	40845	39%	6%
143	Hugo Boss AG	<a href="https://en.wikipedia.org/wiki/Hugo_Boss">en.wikipedia.org/wiki/Hugo_Boss</a>	11377	20%	6%
		<a href="https://en.wikipedia.org/wiki/Dior">en.wikipedia.org/wiki/Dior</a>	14049	15%	6%
213	Booking Holdings Inc.	<a href="https://en.wikipedia.org/wiki/Booking.com">en.wikipedia.org/wiki/Booking.com</a>	15556	78%	6%
		<a href="https://en.wikipedia.org/wiki/GitHub">en.wikipedia.org/wiki/GitHub</a>	35786	4%	6%
363	Sony Corp	<a href="https://en.wikipedia.org/wiki/PlayStation_Portable">en.wikipedia.org/wiki/PlayStation_Portable</a>	22455	12%	6%
338	Adobe Systems Inc	<a href="https://en.wikipedia.org/wiki/PDF">en.wikipedia.org/wiki/PDF</a>	31317	4%	6%
474	Best Buy Co Inc	<a href="https://en.wikipedia.org/wiki/Best_Buy">en.wikipedia.org/wiki/Best_Buy</a>	16718	11%	6%
837	Yum! Brands Inc	<a href="https://en.wikipedia.org/wiki/Pizza_Hut">en.wikipedia.org/wiki/Pizza_Hut</a>	22477	69%	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 (2022-11-19, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
851	eBay Inc	eBay Shop: Buy, Sell & Save	107	17.9%	17.9%
849	Aetna Inc	Aetna Health	235	29.0%	7.4%
115	Gap Inc	Gap	284	8.9%	7.3%
40	Brinker International Inc	Chilis	266	13.7%	7.1%
947	LVMH	Sephora US: Makeup & Skincare	242	24.9%	6.9%
15	American Eagle Outfitters Inc	AE + Aerie	268	15.2%	6.3%
114	GameStop Corp	GameStop	291	9.2%	6.2%
946	Cracker Barrel Old Country Store	Cracker Barrel	299	8.0%	6.0%
611	Cigna Corp	myCigna	257	24.4%	5.8%
252	Finish Line Inc	Finish Line – Shop Exclusive	314	3.9%	5.8%
24	ASOS PLC	ASOS	303	6.9%	5.0%
80	Dennys Corp	Denny's	287	12.7%	4.7%
74	Darden Restaurants Inc	Olive Garden Italian Kitchen; LongHorn Steakhouse®	307	4.9%	3.6%
34	Bloomin' Brands Inc	Outback Steakhouse	318	4.5%	3.6%
162	Kroger Co	Kroger; Kroger Delivery Now	299	13.9%	3.6%
268	Under Armour Inc	Map My Run by Under Armour; Under Armour	306	5.6%	3.5%
129	Haier Electronics Group Co Ltd	SmartHQ	279	31.7%	2.5%
155	JD Sports Fashion PLC	JD Sports: Exclusive rewards	352	7.1%	2.5%
1417	Signify NV	Philips Hue	288	20.6%	1.6%
259	Tractor Supply Co	Tractor Supply	288	16.0%	1.5%
1268	Delivery Hero SE	talabat: Food & Grocery order; foodpanda - Food Delivery; PedidosYa - Delivery App	330	4.2%	1.5%
464	Fiat Chrysler Automobiles NV	Uconnect; Jeep®	305	4.6%	1.4%
120	General Motors Co	myChevrolet; myGMC	274	13.2%	1.1%
458	Volkswagen AG	myAudi; myVW	363	5.2%	0.9%

10. AppStore Publishers USA - 2W Delta (2022-11-19, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
20	Apple Inc	Shazam: Music Discovery	120	4.5%	10.5%
	Fetch Rewards	Fetch Rewards	45	33.1%	7.6%
785	CBS Corp	Paramount+	94	10.8%	6.7%
	EVOLLY.APP	TV Remote - Universal Control	113	15.5%	6.6%
	Bytedance Pte. Ltd	CapCut - Video Editor	21	25.6%	5.8%
189	Nike Inc	Nike: Shoes, Apparel, Stories; Nike SNKRS: Sneaker Release	38	6.8%	3.1%
175	McDonald's Corp	McDonald's	14	19.3%	2.8%
	Peacock TV LLC	Peacock TV: Stream TV & Movies	33	15.8%	2.4%
	ROADGET BUSINESS PTE. LTD.	SHEIN - Online Fashion	30	5.4%	2.3%
945	Shopify Inc	Shop: All your favorite brands	51	0.7%	2.0%
213	Booking Holdings Inc.	Booking.com: Hotels & Travel	145	12.7%	1.6%



11. Online Retail Amazon - 2W Delta (2022-11-21, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
20	Apple Inc	657	-1.2%	11.7%
26	Avon Products Inc	885	23.9%	10.5%
528	Kraft Heinz Co	1266	58.8%	7.3%
442	Shimano Inc	529	-22.7%	7.0%
663	Kimberly-Clark Corp	414	-24.5%	6.5%
16	Amazon.com Inc	34242	45.8%	6.0%
476	Nikon Corp	725	-15.9%	5.0%
14	Adidas AG	8502	17.2%	4.8%
5	Puma SE	1510	41.8%	4.6%
215	PVH Corp	844	-18.4%	4.6%
111	Fossil Group Inc	889	-15.0%	4.5%
615	Colgate-Palmolive Co	1338	15.3%	4.0%

**12. Online Retail Walmart - 2W Delta (2022-11-21, 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>
233	Skechers USA Inc	2969	82.6%	34.8%
457	Goodyear Tire & Rubber Co	2292	143.3%	31.9%
202	Oxford Industries Inc	456	97.4%	17.2%
71	Crocs Inc	268	-29.5%	13.4%
531	L'Oreal SA	451	14.2%	12.8%
45	Burberry Group PLC	440	15.5%	7.4%
26	Avon Products Inc	264	28.8%	6.4%

**13. Online Retail Bestbuy - 2W Delta (2022-11-21, 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>
20	Apple Inc	621	51.5%	11.0%
122	GoPro Inc	590	24.2%	10.3%
538	Fujifilm Holdings Corp	962	9.1%	5.3%
957	Capcom	184	-38.7%	5.2%
39	Breville Group Ltd	1722	-8.4%	4.8%
955	Take Two Interactive	2716	39.1%	4.7%
106	Fitbit Inc	783	-33.1%	4.5%
956	Square Enix	884	-8.2%	4.5%
505	Activision Blizzard Inc	319	-49.0%	3.4%

**14. Job Listings - 2W Delta (2022-11-21, 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>
1171	Ipsen SA	275	7.8%	57%
137	Hertz Global Holdings Inc	1395	16.1%	49%
119	Gerry Weber International AG	329	76.2%	48%
982	BASF SE	1597	17.0%	46%
1012	Engie SA	2213	31.7%	45%
977	Equinor ASA	328	100.0%	45%
1299	Kingfisher PLC	686	33.5%	45%
363	Sony Corp	189	37.1%	44%
1153	Solvay SA	612	35.6%	42%
1093	Wolters Kluwer NV	954	52.7%	42%
1361	Saab AB	658	100.0%	39%
972	Allianz SE	2567	68.4%	38%
444	Bpost SA	496	39.1%	38%
825	Rockwell Automation Inc	1663	53.0%	36%
1271	Kion Group AG	1036	65.2%	35%
82	Dillard's Inc	543	-16.4%	33%
30	Basic Fit NV	342	14.1%	29%
767	Huntington Bancshares Inc	1565	100.0%	27%
1292	GN Store Nord A/S	192	21.4%	26%
1570	ABIOMED Inc	176	29.6%	25%
114	GameStop Corp	6547	58.4%	25%
1416	Alten SA	1551	54.3%	25%
882	Fidelity National Information	4820	21.0%	24%
984	Enel SpA	298	37.0%	22%
1013	Royal Bank of Scotland Group P	1041	48.3%	22%
895	Xylem Inc	1053	16.2%	21%
348	Nissan Motor Co Ltd	868	87.3%	21%
781	U.S. Bancorp	3417	3.9%	21%
1188	Edenred SA	339	10.7%	21%
335	Dassault Systemes SE	1215	25.4%	20%

**15. Employee Company Ratings - 2W Delta (2022-11-21, 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>
1473	Metro Bank PLC	1195	1.4%	0.0%	55.9%	0.0%	Management
673	Loews Corp	1396	5.1%	11.8%	8.6%	0.0%	Outlook
593	Verisk Analytics Inc	1223	3.7%	9.2%	4.5%	0.0%	Outlook
1249	Kingspan Group PLC	207	0.0%	5.4%	-0.8%	0.0%	Outlook
1161	MTU Aero Engines AG	258	-1.4%	5.2%	-2.0%	0.0%	Outlook
987	EssilorLuxottica SA	1887	-0.5%	5.2%	1.8%	0.0%	Outlook