

ASTUTEX TRENDSPOTTING

January 02, 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 |
|---------------------------|---|-------------|---------------|---|
| GPT Group | Real estate investment trust company | 1585.0 | 857.7 | topics: Chatbot;Artificial intelligence; Symbol queries: chat gpt stock; chat gpt login;chat gpt stock price |
| Tesla Gigafactory 3 | Construction company in Shanghai, China | 682.4 | 660.6 | topics: Shanghai;Factory; Production queries: tesla shanghai; tesla shanghai plant |
| Gladiator Challenge, Inc. | Company | 275.0 | 251.3 | |
| Surf Air | Charter airline | 249.4 | 131.3 | topics: JSX;JetSuiteX;Flight queries: aero; jsx;aero flights |
| eToro | Financial services company | 240.4 | 102.7 | topics: Tesla;Flower;accessiBe; Share price queries: buy dogecoin on eto; buy tesla stock on etoro; buy bitcoin with etoro; apple stock price on etoro |
| RealD | Private company | 267.8 | 96.6 | topics: IMAX;Avatar: The Way of Water; Avatar queries: avatar 2;whats real d 3d |
| Children's Ibuprofen | Drug brand | 213.2 | 62.4 | topics: Shortage;Influenza; TYLENOL® queries: childrens ibuprofen |
| Children's Motrin | Drug brand | 162.2 | 60.7 | topics: Ibuprofen;CVS Pharmacy; Shortage queries: motrin;childrens motrin; rite aid |
| MOTRIN | Drug brand | 164.5 | 46.3 | topics: Ibuprofen;Target Corporation; CVS Pharmacy; Children's Motrin Ibuprofen Chewable Tab; motrin childrens;kids motrin |
| Sky Airline | Airline | 113.8 | 42.4 | topics: 2022; Estadio Ciudad de los Deportes; calendar queries: copa sky 2022; copa sky 2022 calendario;sky bri |
| Pakistan Stock Exchange | Stock exchange company | 91.3 | 28.9 | topics: Pet;large;Cat; The Elf on the Shelf queries: psx value; cosmic;cosmic psx |
| Portland Water Bureau | Water utility company in Portland, Oregon | 86.5 | 26.2 | topics: Water; City queries: portland water bureau;pge; portland water bureau login |

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

| Company Name | Type | Pop. growth | Growth change | Related topics |
|--------------------------------------|--|-------------|---------------|--|
| Sixt rent a car | Car rental company | 21.2 | 25.7 | topics: topics: Car;Expedia;Expedia Group; BMW X5queries: rental car; sixt customer service;avis car rental; sixt stock queries: queries: rental car; sixt stock |
| Buckhead Life Restaurant Group, Inc. | Company | 48.3 | 24.6 | topics: Gift card;Buckhead; Atlanta queries: buckhead life gift card; buckhead life group; buckhead life restaurant group |
| Polly-O | Company | -18.2 | 22.0 | topics: Recipe;Mozzarella;Ricotta |
| Genexa | Company | 27.3 | 21.8 | topics: Infant;Acetaminophen; Child queries: genexa infant; genexa tylenol;genexa kids |
| Southwest Airlines | Airline | 23.4 | 19.7 | topics: Baggage;Flight tracking; Baltimore/Washington International Thurg; southwest flight;flight status southwest; southwest meltdown |
| Otto GmbH | Company | 27.3 | 15.6 | topics: Tom Hanks;World of Warcraft;Otto; or, Up with Dead People queries: otto m; tom hanks;tom hanks otto |
| Loro Piana | Fashion company | 59.4 | 13.8 | topics: Coat;Cap;Silk; Brioni queries: loro piana coat;moncler; loro piana |
| FlightAware | Aviation company | 40.7 | 13.1 | topics: Southwest Airlines;Airport;Airline; Breeze Airways queries: flightaware; flight aware;southwest; flight aware cancellations |
| Goodman Manufacturing | Heating, ventilation, and air conditioning company | 11.9 | 8.6 | topics: Furnace;Heat;Air conditioning; R-410A queries: goodman furnace; goodman heater;goodman gas furnace; bergdorf goodman |
| Amtrak | Company | 28.9 | 8.5 | topics: Amtrak Police;Amtrak; Train queries: amtrak nyc;amtrak seattle; amtrak trains;amtrak airo |
| WestJet | Airline | 38.4 | 8.2 | topics: Vancouver International Airport; Calgary;Calgary International Airport; Air Transat queries: westjet flight stat; westjet check in;flights; westjet baggage policy |

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

| Company Name | Type | Pop. growth | Growth change | Related topics |
|---------------------|-----------------------|-------------|---------------|---|
| AMP Limited | Financial company | 16.7 | 8.1 | topics: topics: Destiny;Destiny 2; Resonancequeries: resonance amp locatio; resonance amp locations destiny 2; amp app queries: queries: resonance amp ; amp app |
| FAO Schwarz | Toy company | 29.3 | 7.5 | topics: Wheel;Cosmetics;Hot Wheels; Mirror queries: fao schwarz; fao schwarz nyc;fao schwartz |
| Electronic Arts | Video game company | 11.8 | 6.4 | topics: The Sims;Video game;The Sims 4; Ballista queries: ea app;madden; ea download;call of duty modern warfare 2 |
| Vaseline | Drug brand | 37.8 | 5.2 | topics: Lips;Face;Lip balm; Eye Cream queries: vaseline stick; vaseline lip;vaseline petroleum jelly; does vaseline test on animals |
| Michelin | Manufacturing company | 10.2 | 5.2 | topics: Tire;Michelin; Restaurant queries: michelin restaurants; michelin star;michelin defender; tire discounters |
| Hims | Telehealth company | 83.5 | 3.7 | topics: Tablet;Sildenafil;Anxiety; HIM queries: hims pills;viagra;hims viagra; hims stocktwits |
| Disney Cruise Line | Company | 94.2 | 2.9 | topics: 2023;2024;San Diego; Tortola queries: disney cruise; disney cruise 2023;cruise; disney cruise verandah room |
| New Balance | Footwear company | 53.2 | 2.1 | topics: Grey;Converse; Foot Locker queries: 550 new balance; 574 new balance;new balance white |
| Lululemon Athletica | Apparel company | 55.7 | 1.3 | topics: Bag;Belt; Gift card queries: belt bag lululemon; lululemon bag;belt bag; lululemon e gift card |
| Crunchyroll | Company | 53.2 | 0.5 | topics: Chainsaw Man;Crunchyroll; Shop queries: crunchyroll; crunchyroll anime;anime; crunchyroll not working on chrome |

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

| Company Name | Type | Pop. growth | Growth change | Related topics |
|--------------|---------------------|-------------|---------------|---|
| Insta360 | Software company | 118.2 | -2.1 | topics: Camera; Insta360 ONE X2; Insta360 GO 2; DJI Mavicqueries: insta360 x3; insta 360 x3; insta 360 queries: queries: insta360 x3; insta 360 |
| Creality | 3D printing company | 101.6 | -3.6 | topics: Sonic Drive-In; Download; Laser; 3D computer graphics queries: creality e; creality 3d printer; creality sonic pad |

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

| AstutexID | Company Name | Date | GT 13W Growth YoY | 2W Change (13W YoY) |
|-----------|---------------------------|------------|-------------------|---------------------|
| 52 | Canada Goose Holdings Inc | 2023-01-02 | -7% | 12% |
| 2 | Mattel Inc | 2023-01-02 | 8% | 10% |
| 319 | Alaska Air Group Inc | 2023-01-02 | 14% | 5% |

3. Google Trends Industries World - 2W Delta (2023-01-02, 13weeks YoY) (Part 1)

| Topic Name | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries |
|-----------------|-------------------|---------------------|---|
| Vacation | 5.4% | 5.7% | topics: Rent;Vacation property rentals; Season queries: vacation;fly and swap vacations; vacaciones de temporada;vacaciones de temporada alta |
| Social media | 4.0% | 3.7% | topics: Media;APA style;Privacy;Ethics queries: social; vacuum technology;meghan markle social media; become unpleasant crossword; social media thief digitally kidnapped |
| Nintendo Switch | -5.9% | 3.1% | queries: switch nintendo;switch;high on life nintendo switch; nintendo switch year in review |
| Jewelry design | -3.4% | 2.9% | topics: Jewellery;Design;Jewellery store;Brand; Bachelor's degree queries: jewellery;jewelry;jewellery design; baum schmücken;weihnachtsbäume schmücken; jewelry designers near me |
| Genetic testing | -0.3% | 2.7% | topics: DNA;Genetics;MyHeritage DNA;Enzyme queries: dna;dna test; 23 and me vs ancestry;ancestrydna;orivet dog dna test |
| Sports | 1.0% | 2.4% | topics: Sports;Bar;Sports betting queries: sports; iowa sports reporter;sports story review; iowa sports reporter weather;sports reporter doing weather |
| Amusement park | 9.4% | 2.4% | topics: Park;Lionel Messi;Dude Perfect queries: theme park; amusement park;messi theme park;dude perfect theme park; lionel messi theme park |
| Ferry | 13.0% | 2.3% | topics: Island;Seattle;Harsens Island queries: ferry; puerto rico ferry to vieques;ferry across lake michigan; prudence island ferry |
| Mutual fund | -10.9% | 2.2% | topics: Investment fund;Wash sale queries: funds; best index funds 2023;lord abbett funds; why does dave recommend that you invest in mutual funds for |
| Lipstick | -26.5% | 2.1% | topics: Estée Lauder;Color;Kathy Hilton; Revlon Super Lustrous queries: lipstick; revlon super lustrous glass shine lipstick; kathy hilton lipstick;revlon glass shine lipstick rum raisin |
| Board game | 7.4% | 2.1% | topics: Game;Touchscreen queries: board;board game; board game touch screen table;board game touchscreen; heat board game |

3. Google Trends Industries World - 2W Delta (2023-01-02, 13weeks YoY) (Part 2)

| Topic Name | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries |
|---------------------|-------------------|---------------------|--|
| Video camera | 4.8% | 2.1% | topics: Camera;Video;Traffic;Kirkland;Recorder; Clarksvillequeries: camera;camera video;traffic cameras; cincinnati traffic cameras;lexington traffic cameras; south dakota traffic cameras queries: queries: camera; south dakota traffic cameras |
| Boat | -6.4% | 2.0% | topics: Boat parade;Parade queries: boat; i can row a boat ___ groaner joke;ikon boats;ikon bass boats |
| Sony PlayStation | 1.0% | 2.0% | topics: PlayStation 5;Wrap queries: playstation; playstation wrap up 2022;wrapup playstation com; wrapup.playstation 2022;ps wrap up |
| Non-alcoholic drink | 5.0% | 1.9% | topics: Drink;Beer;Low-alcohol beer;Glogg;Welch's; Brandy queries: non alcoholic;seedlip non alcoholic; grinch punch;non alcoholic new years eve drinks |
| Cloud computing | 27.3% | 1.9% | topics: Video game;Google Cloud Platform; Cloud gaming queries: cloud;on cloud;aws cloud;cloud services |
| Car | -1.6% | 1.8% | topics: Rent;Car rental;Used car;Sports car;Auto auction; Enterprise queries: car;vantablack car; how to unfreeze car door |
| Education | 8.4% | 1.8% | topics: Teacher;Special education queries: education;tove lo; pfiedler education;taylor swift education center |
| E-commerce | 7.6% | 1.8% | topics: Trade;Website;Business;Accountant; eBay Enterprise queries: ecommerce;big commerce log in; ecommerce accountant near me;squarespace ecommerce pricing |
| Toy | -8.2% | 1.7% | topics: Boy;Toy Store queries: toy;toys;lindsay toy remote; la mejor juguetería cerca de mí |
| Toys | -8.2% | 1.7% | topics: Boy;Toy Store queries: toy;toys;lindsay toy remote; la mejor juguetería cerca de mí |
| Personal care | 9.8% | 1.6% | topics: Bag;Toiletry bag;Carhartt;Herschel Supply Co.; Gift basket queries: toiletry;toiletry bag; north face toiletry bag; what toiletries can i bring on a plane;coach outlet |

3. Google Trends Industries World - 2W Delta (2023-01-02, 13weeks YoY) (Part 3)

| Topic Name | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries |
|-------------------|-------------------|---------------------|--|
| Vehicle Insurance | -8.8% | 1.5% | topics: topics: cheapqueries: insurance;car insurance; very cheap car insurance no deposit queries: queries: insura; very cheap car insurance no deposit |
| Home appliance | -10.2% | 1.5% | topics: Home repair;Kitchen;used queries: appliance;appliances; appliance parts northwest ar |
| Doll | -6.9% | 1.4% | topics: Infant;American Girl;Baby Doll;Gender identity; Identity queries: doll;american girl transgender doll; american girl doll puberty blockers; american girl doll controversy |

4. Google Trends Industries USA - 2W Delta (2023-01-02, 13weeks YoY) (Part 1)

| Topic Name | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries |
|-------------------------------|-------------------|---------------------|--|
| Slipper | 21.9% | 7.9% | topics: UGG queries: slippers |
| Heating, ventilation, and air | 2.8% | 6.6% | topics: Heat;System queries: hvac;hvac national championship; hvac contractors saskatoon;hvac service kempner tx |
| Heating Ventilation and AC | 2.8% | 6.6% | topics: Heat;System queries: hvac;hvac national championship; hvac contractors saskatoon;hvac service kempner tx |
| Down jacket | 28.7% | 6.0% | topics: Jacket queries: puffer;puffer jacket; loewe puffer jacket |
| Snow boot | 4.0% | 5.7% | topics: Boot;Snow queries: boots;snow boots;winter boots; clarks vintage snow boots |
| Jewelry design | -12.4% | 5.6% | topics: Jewellery;Design;Jewellery store;Brand; Bachelor's degree queries: jewellery;jewelry;jewellery design; baum schmücken;weihnachtsbäume schmücken; jewelry designers near me |
| Business | -33.4% | 5.3% | topics: Business;Software;Enterprise software;Maintenance; Business intelligence;Assessment queries: empresa;empresas; la empresa mas grande del mundo; cual es la empresa mas grande del mundo; empresa mas grande del mundo |
| Car Rental | -32.9% | 5.1% | topics: Rent queries: rental;car rental; hertz rental car lawsuit |
| Digital camera | 7.9% | 5.0% | topics: Camera;Canon;Sony;Panasonic Lumix DMC-G7;Canon EOS M200; Electric charge queries: digital;camera; maquina fotografica digital;■■■■;ramka cyfrowa wifi |
| Sneakers | 6.9% | 4.9% | topics: Shoes;White;Woman queries: sneakers |
| Moisturizer | 9.9% | 4.7% | topics: Face;Cream queries: moisturizer; ashwagandha bounce moisturizer; should you moisturize your face at night; byoma moisturizing gel cream |

4. Google Trends Industries USA - 2W Delta (2023-01-02, 13weeks YoY) (Part 2)

| Topic Name | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries |
|-----------------|-------------------|---------------------|---|
| Board game | 10.8% | 4.5% | topics: topics: Game;Touchscreenqueries: board;board game; board game touch screen table;board game touchscreen; heat board game queries: queries: board;heat board game |
| Vacation | -29.8% | 4.1% | topics: Rent;Vacation property rentals; Season queries: vacation;fly and swap vacations; vacaciones de temporada;vacaciones de temporada alta |
| Personal care | 11.1% | 4.0% | topics: Bag;Toiletry bag;Carhartt;Herschel Supply Co.; Gift basket queries: toiletry;toiletry bag; north face toiletry bag; what toiletries can i bring on a plane;coach outlet |
| Nintendo Switch | -12.9% | 3.8% | queries: switch nintendo;switch;high on life nintendo switch; nintendo switch year in review |
| Tracksuit | -19.3% | 3.7% | topics: Man;Suit;Off-White;PrettyLittleThing queries: tracksuit; nike;psg tracksuit;santa track suit;dtlr |
| Jacket | 3.5% | 3.4% | topics: Man;Woman;Down jacket queries: jacket |
| Cosmetics | -7.1% | 3.2% | topics: Foundation;MAC Cosmetics;Bag queries: makeup; keke palmer no makeup;wyn cosmetics;makeup by mario foundation |
| Vacation rental | -56.8% | 3.2% | topics: Rent;Vacation queries: vacation;ferienwohnung; vacation rentals;island park cabin rentals;dollywood |
| Video camera | -5.8% | 3.1% | topics: Camera;Video;Traffic;Kirkland;Recorder; Clarksville queries: camera;camera video;traffic cameras; cincinnati traffic cameras;lexington traffic cameras; south dakota traffic cameras |
| Coat | 0.8% | 3.1% | topics: Woman;Man;Winter;Loro Piana queries: coat; loro piana coat |
| Gift Card | 10.4% | 3.1% | topics: Gift;Visa queries: gift card |

4. Google Trends Industries USA - 2W Delta (2023-01-02, 13weeks YoY) (Part 3)

| Topic Name | GT 13W Growth YoY | 2W Change (13W YoY) | Related topics & queries |
|-------------------------|-------------------|---------------------|--|
| Gift Cards | 10.4% | 3.1% | topics: topics: Gift; Visaqueries: gift card queries: queries: gift card |
| Unmanned aerial vehicle | 20.9% | 3.0% | topics: DJI;Camera;Tupolev Tu-141;Destiny 2; Destiny queries: drone;drone drone;north korean drones; north korean drone south korea;galactic fidget drone |
| Online shopping | -11.6% | 3.0% | topics: Shopping queries: online shopping;shopping; target online sales;harley davidson online store; www.jcpenney online shopping |

6. Wikipedia - 2W Delta (2023-01-02, 13weeks YoY) (Part 1)

| Astutex ID | Company Name | Top Page | Daily Views Avg | 13W Growth YoY | 2W Change (13W YoY) |
|------------|-----------------------------|---|-----------------|----------------|---------------------|
| 870 | MetLife Inc | en.wikipedia.org/wiki/MetLife_Stadium | 3368 | 31.2% | 12.4% |
| 174 | Marriott International Inc | en.wikipedia.org/wiki/Marriott_World_Trade_Center | 5169 | 11.9% | 7.1% |
| 468 | Asahi Group Holdings Ltd | en.wikipedia.org/wiki/Asahi_Breweries | 2707 | 10.5% | 6.6% |
| 506 | TUI AG | en.wikipedia.org/wiki/TUI_Group | 2423 | 23.3% | 6.2% |
| 432 | American Airlines Group Inc | en.wikipedia.org/wiki/American_Airlines | 3973 | 7.5% | 6.1% |
| 110 | Ford Motor Co | en.wikipedia.org/wiki/Ford_v_Ferrari | 19054 | 10.2% | 5.6% |
| 644 | General Dynamics Corp | en.wikipedia.org/wiki/General_Dynamics | 4538 | 11.2% | 5.5% |
| 390 | Nintendo Co Ltd | en.wikipedia.org/wiki/Nintendo | 7868 | 5.1% | 5.5% |
| 5 | Puma SE | en.wikipedia.org/wiki/Puma_(brand) | 2655 | 29.9% | 5.2% |
| 1017 | Koninklijke Philips NV | en.wikipedia.org/wiki/Philips | 8531 | 56.0% | 5.0% |

7. Wikipedia Pages- 2W Delta (2023-01-02, 13weeks YoY) (Part 1)

| Astutex ID | Company Name | Link | Number of views | 13W Growth YoY | 2W Change (13W YoY) |
|------------|-----------------------------|---|-----------------|----------------|---------------------|
| 574 | Microsoft Corp | en.wikipedia.org/wiki/Microsoft_Office_Mix | 18118 | 121,009% | 4,405% |
| | | en.wikipedia.org/wiki/Vivienne_Westwood | 526530 | 641% | 587% |
| 433 | Southwest Airlines Co | en.wikipedia.org/wiki/Southwest_Airlines | 82617 | 37% | 45% |
| 505 | Activision Blizzard Inc | en.wikipedia.org/wiki/Diablo_IV | 12330 | 94% | 29% |
| 2 | Mattel Inc | en.wikipedia.org/wiki/Barbie | 13397 | -7% | 28% |
| | | en.wikipedia.org/wiki/Big_Mac_Index | 37806 | 209% | 24% |
| 391 | Electronic Arts Inc | en.wikipedia.org/wiki/FIFA_(video_game_series) | 12744 | 52% | 24% |
| 947 | LVMH | en.wikipedia.org/wiki/LVMH | 77211 | 63% | 18% |
| | | en.wikipedia.org/wiki/Bethesda_Softworks | 12825 | 7% | 17% |
| 812 | Capital One Financial Corp | en.wikipedia.org/wiki/Rose_Bowl_Game | 31838 | 38% | 15% |
| | | en.wikipedia.org/wiki/Gloria_Vanderbilt | 24757 | -25% | 14% |
| 110 | Ford Motor Co | en.wikipedia.org/wiki/Mike_Rowe | 22107 | 22% | 13% |
| | | en.wikipedia.org/wiki/YG_Entertainment | 31026 | -24% | 11% |
| | | en.wikipedia.org/wiki/Polestar | 12715 | 13% | 9% |
| | | en.wikipedia.org/wiki/Germanwings_Flight_9525 | 12577 | 50% | 8% |
| | | en.wikipedia.org/wiki/Louis_Vuitton | 28880 | 21% | 8% |
| 432 | American Airlines Group Inc | en.wikipedia.org/wiki/American_Airlines | 26212 | 10% | 8% |
| | | en.wikipedia.org/wiki/Delta_Air_Lines | 30610 | 20% | 7% |
| 503 | Konami Holdings Corp | en.wikipedia.org/wiki/Metal_Gear | 19171 | 12% | 7% |
| 161 | Kering SA | en.wikipedia.org/wiki/Kering | 31962 | 2% | 6% |
| 692 | Wells Fargo & Co | en.wikipedia.org/wiki/Wells_Fargo | 13204 | 9% | 5% |
| 947 | LVMH | fr.wikipedia.org/wiki/Bernard_Arnault | 28753 | 52% | 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 (2022-12-31, 13weeks YoY) (Part 1)

| CompanyID | Company Name | TopApps | Best App 13W Avg Rank | Growth (YoY) | 2W Change (13W YoY) |
|-----------|------------------------------------|--|-----------------------------|-----------------|------------------------|
| 109 | Foot Locker Inc | FordPass™ | 237 | 26.1% | 17.7% |
| 859 | Alphabet Inc | Google; YouTube: Watch, Listen, Stream; Google Maps | 12 | 14.1% | 13.9% |
| 945 | Shopify Inc | Shop: All your favorite brands | 35 | 20.0% | 13.3% |
| 929 | Facebook Inc | Instagram; WhatsApp Messenger; WhatsApp Business | 91 | 9.8% | 11.0% |
| 16 | Amazon.com Inc | Amazon Shopping; Amazon Prime Video; Amazon Alexa | 64 | 15.0% | 6.9% |
| 547 | JPMorgan Chase & Co | Chase Mobile®: Bank & Invest | 102 | 5.4% | 5.4% |
| 798 | Allstate Corp | Allstate® Mobile | 250 | 7.1% | 4.7% |
| 781 | U.S. Bancorp | U.S. Bank Mobile Banking | 254 | 5.1% | 4.0% |
| 102 | Express Inc | Express Scripts | 316 | 8.2% | 2.3% |
| 321 | United Continental Holdings Inc | United Airlines | 129 | 27.1% | 1.1% |

10. AppStore Publishers USA - 2W Delta (2022-12-31, 13weeks YoY) (Part 1)

| CompanyID | Company Name | TopApps | Best App 13W Avg Rank | Growth (YoY) | 2W Change (13W YoY) |
|-----------|------------------------------|--------------------------------|-----------------------------|-----------------|------------------------|
| 812 | Capital One Financial Corp | | 75 | 24.0% | 8.6% |
| | Dunkin' Donuts | | 103 | 36.0% | 7.6% |
| 489 | Walgreens Boots Alliance Inc | | 168 | 3.0% | 5.9% |
| | FOX Sports Interactive | | 48 | 21.6% | 5.5% |
| 623 | Target Corp | Target | 47 | 11.6% | 4.9% |
| 945 | Shopify Inc | Shop: All your favorite brands | 35 | 11.1% | 3.8% |
| | Bytedance Pte. Ltd | CapCut - Video Editor | 11 | 26.1% | 3.3% |
| | Telegram FZ-LLC | Telegram Messenger | 24 | 18.5% | 3.1% |
| 851 | eBay Inc | | 97 | 12.2% | 3.0% |
| | TextNow, Inc. | | 138 | -15.1% | 2.9% |
| | Peacock TV LLC | Peacock TV: Stream TV & Movies | 21 | 8.3% | 2.6% |
| | Tubi, Inc | Tubi - Watch Movies & TV Shows | 100 | 32.5% | 2.5% |
| | WarnerMedia | HBO Max: Stream TV & Movies | 51 | -10.6% | 1.7% |

11. Online Retail Amazon - 2W Delta (2023-01-02, 13 weeks YoY) (Part 1)

| AstutexID | Company Name | Rating | Rating 13W Growth YoY | 2W Change (13W YoY) |
|-----------|----------------------------|--------|-----------------------|---------------------|
| 503 | Konami Holdings Corp | 323 | 135.8% | 26.1% |
| 179 | Capri Holdings Limited | 779 | -18.1% | 7.7% |
| 427 | Lenovo Group Ltd | 1155 | -17.2% | 7.3% |
| 39 | Breville Group Ltd | 1533 | 44.1% | 7.2% |
| 66 | Tapestry Inc | 477 | 25.2% | 6.5% |
| 947 | LVMH | 385 | 18.1% | 6.5% |
| 16 | Amazon.com Inc | 37776 | 67.4% | 5.9% |
| 958 | Funko Inc | 570 | -36.9% | 5.6% |
| 20 | Apple Inc | 661 | 19.1% | 5.4% |
| 189 | Nike Inc | 2058 | 39.5% | 5.2% |
| 442 | Shimano Inc | 652 | -10.9% | 4.1% |
| 526 | General Mills Inc | 719 | -43.4% | 4.0% |
| 391 | Electronic Arts Inc | 5537 | -3.0% | 3.7% |
| 225 | Samsonite International SA | 1165 | 1.5% | 3.4% |

12. Online Retail Walmart - 2W Delta (2023-01-02, 13 weeks YoY) (Part 1)

| AstutexID | Company Name | Rating | Rating 13W Growth YoY | 2W Change (13W YoY) |
|-----------|---------------------------|--------|-----------------------|---------------------|
| 233 | Skechers USA Inc | 4527 | 688.7% | 365.2% |
| 71 | Crocs Inc | 934 | 252.5% | 149.3% |
| 441 | Bandai Namco Holdings Inc | 189 | 117.2% | 145.3% |
| 268 | Under Armour Inc | 1269 | 186.5% | 41.4% |
| 45 | Burberry Group PLC | 425 | 89.7% | 28.7% |
| 958 | Funko Inc | 367 | 61.0% | 19.9% |
| 290 | Wolverine World Wide Inc | 265 | 1.1% | 19.2% |
| 6 | Guess? Inc | 118 | 2.6% | 18.4% |
| 365 | LG Electronics Inc | 1399 | 41.5% | 16.3% |
| 240 | Steven Madden Ltd | 366 | -7.1% | 14.4% |
| 417 | Unilever PLC | 116 | -19.4% | 13.2% |
| 538 | Fujifilm Holdings Corp | 758 | 0.9% | 12.1% |
| 955 | Take Two Interactive | 862 | -24.7% | 11.6% |
| 416 | Beiersdorf AG | 478 | -3.4% | 11.1% |
| 956 | Square Enix | 199 | -29.7% | 10.0% |
| 277 | Vista Outdoor Inc | 245 | 16.1% | 9.0% |
| 2 | Mattel Inc | 6907 | 6.0% | 8.2% |

13. Online Retail Bestbuy - 2W Delta (2023-01-02, 13 weeks YoY) (Part 1)

| AstutexID | Company Name | Rating | Rating 13W Growth YoY | 2W Change (13W YoY) |
|-----------|----------------------------|--------|-----------------------|---------------------|
| 179 | Capri Holdings Limited | 311 | 401.6% | 35.5% |
| 957 | Capcom | 199 | -14.6% | 22.1% |
| 365 | LG Electronics Inc | 8526 | -2.8% | 16.8% |
| 502 | Ubisoft Entertainment SA | 1305 | 7.9% | 14.3% |
| 903 | Seagate Technology PLC | 3329 | 14.9% | 12.4% |
| 537 | Acer Inc | 707 | 50.7% | 12.4% |
| 475 | Sharp Corp | 729 | -32.2% | 11.7% |
| 122 | GoPro Inc | 710 | 50.1% | 8.2% |
| 426 | Seiko Epson Corp | 2183 | -3.6% | 8.1% |
| 427 | Lenovo Group Ltd | 1904 | 6.8% | 7.7% |
| 538 | Fujifilm Holdings Corp | 988 | 32.1% | 7.1% |
| 424 | Samsung Electronics Co Ltd | 23393 | -1.4% | 6.8% |
| 541 | HP Inc | 3564 | -9.7% | 5.4% |
| 519 | Nestle SA | 645 | 2.9% | 5.4% |
| 106 | Fitbit Inc | 857 | -14.3% | 4.6% |
| 906 | Western Digital Corp | 4696 | -33.9% | 4.1% |
| 152 | iRobot Corp | 990 | 3.1% | 3.3% |

14. Job Listings - 2W Delta (2023-01-02, 13weeks YoY) (Part 1)

| AstutexID | Company Name | Average number of jobs | Jobs 4W Growth YoY | 2W Change (13W YoY) |
|------------------|--------------------------------|-------------------------------|---------------------------|----------------------------|
| 1247 | Smiths Group PLC | 167 | 27.8% | 110% |
| 3 | NCSOFT Corp | 204 | 86.7% | 70% |
| 59 | Cedar Fair LP | 253 | 64.6% | 55% |
| 1011 | Siemens Healthineers AG | 5320 | 17.1% | 55% |
| 778 | KeyCorp | 658 | 33.9% | 54% |
| 83 | DineEquity Inc | 12064 | 40.6% | 52% |
| 993 | Iberdrola SA | 328 | 92.3% | 52% |
| 48 | Cabela's Inc | 434 | 7.4% | 46% |
| 584 | Aflac Inc | 532 | 67.6% | 38% |
| 429 | AirAsia Bhd | 341 | 54.8% | 37% |
| 1411 | Valmet Oyj | 361 | 96.5% | 37% |
| 1034 | Fresenius SE & Co KGaA | 383 | 42.7% | 37% |
| 12 | Associated British Foods PLC | 344 | 45.3% | 37% |
| 535 | Whitbread PLC | 2048 | 27.6% | 35% |
| 149 | Intuit Inc | 5515 | -46.9% | 33% |
| 183 | Monro Inc | 1350 | -26.4% | 31% |
| 394 | Wesfarmers Ltd | 530 | 14.6% | 31% |
| 878 | FMC Technologies | 456 | 48.2% | 28% |
| 1005 | Intesa Sanpaolo SpA | 213 | 97.9% | 28% |
| 250 | Tempur Sealy International Inc | 443 | -1.8% | 27% |
| 378 | Woolworths Group Ltd | 361 | 37.9% | 27% |
| 1046 | Innogy SE | 336 | 47.4% | 25% |
| 1065 | Kone Oyj | 397 | 21.6% | 24% |
| 264 | Techtronic Industries Co Ltd | 153 | -19.8% | 24% |
| 1097 | Danske Bank A/S | 275 | 37.8% | 23% |
| 1171 | Ipsen SA | 298 | 12.0% | 23% |
| 655 | Humana Inc | 1383 | -6.6% | 22% |
| 1551 | Teleflex Inc | 172 | 16.7% | 21% |
| 392 | Accor SA | 891 | -68.0% | 20% |
| 1192 | Wartsila Oyj Abp | 385 | 55.8% | 20% |

15. Employee Company Ratings - 2W Delta (2023-01-02, 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 |
|------------------|---------------------|----------------------|-----------------------|------------------------|--------------------|--------------------------|--------------------------|
| 176 | Medifast Inc | 594 | 0.7% | 7.0% | 1.2% | 0.0% | Outlook |
| 840 | Verisign Inc | 472 | 1.1% | 6.6% | 3.2% | 0.0% | Outlook |
| 1535 | Fox Corp | 814 | 0.4% | 5.0% | 0.4% | 0.0% | Outlook |
| 1536 | NortonLifeLock Inc | 1411 | 0.2% | 5.0% | 0.3% | 0.0% | Outlook |