

ASTUTEX TRENDSPOTTING

July 11, 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
BYD Auto	Automotive manufacturer	86.81	69.48	topics: Ticker symbol
BYD Company	Conglomerate company	70.37	61.39	topics: Ticker symbol
Scandinavian Airlines	Airline	196.39	37.05	topics: Airline
Singapore Exchange Limited	Company	136.36	28.35	topics: Singapore
Casco Bay Lines	Company	8.76	10.58	topics: Peaks Island
Icelandair	Airline	71.95	9.65	topics: Hand luggage
Camping World	Retail company	4.64	4.23	topics: Recreational vehicle
Blink Home	Company	34.24	3.07	topics: Camera queries: amazon prime dea; prime day deals
Marcus Corporation	Public company	86.67	0.40	topics: Silent Circle Blackphone 2; Blackphone queries: black phone showtime
Samsonite	Company	37.05	-4.11	topics: Suitcase;Luggage lock;Combination; Combination lock;Calpak
Lufthansa	Airline	113.25	-4.96	topics: Suitcase
Turkish Airlines	Airline	61.27	-5.02	topics: Qatar Airways
Avant	Financial technology company	82.47	-15.26	topics: Paris
Emagine Entertainment	Entertainment company	88.37	-19.92	topics: The Black Phone queries: black p; black phone

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
279	Webjet Ltd	2022-07-11	135%	27%
306	Qantas Airways Ltd	2022-07-11	132%	26%
197	Ollie's Bargain Outlet Holding	2022-07-11	-9%	14%
310	Deutsche Lufthansa AG	2022-07-11	64%	8%
19	AppFolio Inc	2022-07-11	43%	3%
418	Shiseido Co Ltd	2022-07-11	18%	2%
51	Camping World Holdings Inc	2022-07-11	15%	1%
478	American Express Co	2022-07-11	13%	0%
225	Samsonite International SA	2022-07-11	58%	-6%
276	Viking Line Abp	2022-07-11	39%	-10%
311	International Consolidated Air	2022-07-11	88%	-11%
1489	Tallink Grupp	2022-07-11	37%	-14%
289	Wizz Air Holdings PLC	2022-07-11	49%	-19%

3. Google Trends Industries World - 2W Delta (2022-07-11, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Athleisure	5.5%	4.7%	topics: Clothing;Man queries: athleisure
Variety store	0.6%	4.7%	topics: Dollar Tree;Postage stamp queries: dollar store; dollar stores crossword
Garden	-11.9%	4.4%	topics: Botanical garden;Plant;Hose queries: garden
Sunglasses	14.5%	3.7%	topics: Glasses;Oakley;Ray-Ban queries: sunglasses
Food processor	-25.2%	3.5%	topics: Food;Rechargeable battery;Espresso; Quinoa queries: food processor;compare food processors; what do you use a food processor for
Xbox	-9.3%	2.9%	topics: Xbox One;Xbox Series X and Series S;NARAKA: BLADEPOINT; Downtime;Persona queries: xbox;naraka bladepoint; hollow knight silksong release date xbox; xbox.com/errorhelp 0x87e11838
Sony PlayStation	-15.4%	2.8%	topics: PlayStation 5;PlayStation Network; Teenage Mutant Ninja Turtles: Shredder's Revenge queries: pl; arcadegeddon;jeux ps plus juillet 2022;ps plus juillet 2022
Bicycle	-12.6%	2.8%	topics: Electric bicycle;Motorcycle; bicycle accident queries: bike;biden falls off bike; biden bike accident
Bicycle	-12.6%	2.8%	topics: Electric bicycle;Motorcycle; bicycle accident queries: bike;biden falls off bike; biden bike accident
Nintendo Switch	-9.8%	2.6%	topics: Nintendo Switch;Nintendo queries: nintendo switch; nintendo;switch;is fall guys free on nintendo switch; familyfunwithquaker.com nintendo switch; fall guys on nintendo switch
Playstation 4	-28.5%	2.5%	topics: Sony PlayStation 4; Teenage Mutant Ninja Turtles: Shredder's Revenge; Fall Guys: Ultimate Knockout queries: ps4; naraka bladepoint ps4;is fall guys cross platform; overwatch 2 beta ps4

3. Google Trends Industries World - 2W Delta (2022-07-11, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Pharmacy	5.8%	2.4%	topics: Walgreens;Pharmacy technician; Walgreens Pharmacyqueries: pharmacy;centerwell pharmacy; centerwell pharmacy humana queries: pharmacy; centerwell pharmacy humana
Furniture	-16.2%	2.1%	topics: Garden furniture;Ashley Furniture Industries; Ashley HomeStore queries: furniture;spoken;spoken furniture
Quadcopter	-3.9%	2.1%	topics: Unmanned aerial vehicle;Multirotor;GitHub; Phantom queries: ████████████████████;quadcopter
Stock market	17.3%	2.0%	topics: Market;Stock;Yellowstone Caldera;June 20; Federal funds rate queries: stock;market;stock market; flooding yellowstone national park; stock market recovery crossword; man climbing devon tower oklahoma city
Vehicle audio	-15.6%	2.0%	topics: Car queries: car stereo;car audio;car radio
Vehicle	9.4%	1.9%	topics: Motor vehicle;Car;Vehicle registration plate; 1,000,000 queries: vehicle;xe; ford recalls 2.9 million vehicles; lax airport suspicious vehicle
Hunting	-5.2%	1.9%	topics: Deer;Deer hunting;License queries: hunting; rino hunting ad;rino hunting;eric greitens
Motorcycle	5.5%	1.9%	topics: Bicycle queries: motorcycle;biden falls bike; lake george motorcycle accident
Payment	3.5%	1.9%	topics: Invoice;Credit;Credit card queries: pay;payment; comenity easy pay
Video	-3.4%	1.8%	topics: Music video;High-definition video;TikTok;Santi Millán; Spider-Woman queries: video;videos;video santi millan; video de la niña araña;la niña araña video viral
Baby transport	14.0%	1.8%	topics: Stroller;Buggy;Upper East Side; Khloé Kardashian queries: stroller; woman pushing stroller shot;khloe kardashian pushing stroller; pram bug

3. Google Trends Industries World - 2W Delta (2022-07-11, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Video games	-7.7%	1.8%	topics: topics: Game;Fall Guys: Ultimate Knockout; The Quarry queries: games;nintendo direct mini games; july ps plus games
Video game	-7.7%	1.8%	topics: Game;Fall Guys: Ultimate Knockout; The Quarry queries: games;nintendo direct mini games; july ps plus games
Cream	8.0%	1.8%	topics: Face;Skin;Lotion queries: cream;roc max hydration cream; cream based makeup;perricone eye cream

4. Google Trends Industries USA - 2W Delta (2022-07-11, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Payment	-7.7%	5.7%	topics: Invoice;Credit;Credit card queries: pay;payment; comenity easy pay
Stock market	40.7%	4.9%	topics: Market;Stock;Yellowstone Caldera;June 20; Federal funds rate queries: stock;market;stock market; flooding yellowstone national park; stock market recovery crossword; man climbing devon tower oklahoma city
Bicycle	-9.0%	3.9%	topics: Electric bicycle;Motorcycle; bicycle accident queries: bike;biden falls off bike; biden bike accident
Bicycle	-9.0%	3.9%	topics: Electric bicycle;Motorcycle; bicycle accident queries: bike;biden falls off bike; biden bike accident
Pharmacy	8.5%	3.7%	topics: Walgreens;Pharmacy technician; Walgreens Pharmacy queries: pharmacy;centerwell pharmacy; centerwell pharmacy humana
Athleisure	-2.8%	3.7%	topics: Clothing;Man queries: athleisure
Variety store	-1.6%	3.2%	topics: Dollar Tree;Postage stamp queries: dollar store; dollar stores crossword
Skin care	7.9%	2.9%	topics: Skin;RHODE;Hailey Bieber queries: skincare;skin care; rhode skincare review;rhode clothing;rhode skincare prices
Motorcycle	3.7%	2.9%	topics: Bicycle queries: motorcycle;biden falls bike; lake george motorcycle accident
Boat	-11.2%	2.7%	topics: Rent;Pontoon boat;Lake queries: boat; boat struck by lightning
Video game console	-14.8%	2.7%	topics: Video game;Xbox;Omori; Fall Guys: Ultimate Knockout queries: console; omori console exclusive content; overwatch 2 console beta sign up;rimworld console edition

4. Google Trends Industries USA - 2W Delta (2022-07-11, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Sunglasses	4.8%	2.5%	topics: topics: Glasses;Oakley; Ray-Ban;queries: sunglasses queries: sunglasses
Digital camera	-1.6%	2.4%	topics: Camera;Toshiba;Nature queries: digital;camera; digital camera;digicam toshiba;■■;olympus pen e-p7
Garden	-1.4%	2.3%	topics: Botanical garden;Plant;Hose queries: garden
Nintendo Switch	-12.6%	2.3%	topics: Nintendo Switch;Nintendo queries: nintendo switch; nintendo;switch;is fall guys free on nintendo switch; familyfunwithquaker.com nintendo switch; fall guys on nintendo switch
Life Insurance	3.3%	2.3%	topics: Insurance;Life queries: life insurance; how to use life insurance while alive; use life insurance while alive; how to use life insurance to build wealth
E-commerce	17.9%	2.0%	topics: Trade;Website queries: ecommerce;b2b ■■ ■■■;radio shack
Quadcopter	-2.1%	2.0%	topics: Unmanned aerial vehicle;Multirotor;GitHub; Phantom queries: ■■■■■■■■■■■■■■■■■;quadcopter
Footwear	-0.8%	1.9%	topics: Shoes;Benjamin Miles "C-Note" Franklin;Photocopier; Lee Jung-jae queries: footwear;boost footwear;holo footwear; girls footwear
Leggins	-24.8%	1.9%	topics: Tights;Trousers;lululemon queries: leggings;zulily
Streetwear	-7.8%	1.9%	topics: Clothing;Man;Brand;Apex Legends; Street queries: streetwear
Vehicle audio	-19.8%	1.9%	topics: Car queries: car stereo;car audio;car radio

5. Website Traffic - 2W Delta (2022-07-09, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
701	Exelon Corp	2.290769	252%	78%
813	Waters Corp	2.124923	145%	38%
909	Alliant Energy Corp	1.108000	73%	36%
276	Viking Line Abp	1.138769	40%	26%
279	Webjet Ltd	3.557076	61%	25%
621	Cummins Inc	4.464769	49%	20%
745	Amgen Inc	1.652538	1%	16%
680	Micron Technology Inc	3.725153	54%	16%
832	Valero Energy Corp	1.114384	120%	16%
13	Accell Group NV	1.652692	90%	16%
843	Ameren Corp	2.953461	47%	15%
825	Rockwell Automation Inc	5.214153	47%	15%
275	Viavi Solutions Inc	1.080846	6%	14%
700	PPL Corp	3.518846	82%	14%
562	American Water Works Company I	3.827307	20%	13%
167	Localiza Rent a Car SA	3.711846	93%	13%
32	Big Lots Inc	11.030923	22%	12%
556	General Electric Co	9.634846	54%	12%
69	Takeaway.com NV	39.634846	29%	12%
862	Agilent Technologies Inc	5.570384	75%	11%
56	Carter's Inc	7.993153	-12%	11%
743	Xerox Corp	8.139538	21%	11%
536	Monster Beverage Corp	2.066769	58%	10%
83	DineEquity Inc	5.197076	4%	9%
73	Daikin Industries Ltd	3.082769	15%	9%
525	Campbell Soup Co	1.373230	69%	7%
512	E-Mart Inc	1.315615	29%	7%
19	AppFolio Inc	30.029000	19%	6%
76	Ross Stores Inc	2.098384	14%	6%
850	Republic Services Inc	4.571461	9%	6%
461	Subaru Corp	7.957615	23%	6%
219	Rent-A-Center Inc	1.424384	11%	6%
582	Hewlett Packard Enterprise Co	28.515538	29%	5%

6. Wikipedia - 2W Delta (2022-07-11, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
171	Luxottica Group SpA	en.wikipedia.org/wiki/Luxottica	3125	32.8%	15.4%
987	EssilorLuxottica SA	en.wikipedia.org/wiki/Luxottica	3125	32.8%	15.4%
915	DISH Network Corp	en.wikipedia.org/wiki/Dish_Network	2692	-15.5%	11.1%
139	H & M Hennes & Mauritz AB		3300	59.5%	10.3%
161	Kering SA	en.wikipedia.org/wiki/Kering	20795	81.6%	7.5%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Alexander_Povetkin_vs._Dillian_Whyte_II	2298	-7.3%	5.5%
506	TUI AG	en.wikipedia.org/wiki/TUI_Group	3017	68.5%	5.3%

7. Wikipedia Pages- 2W Delta (2022-07-09, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
63	Chipotle Mexican Grill Inc	en.wikipedia.org/wiki/Chipotle_Mexican_Grill	9980	18%	44%
		en.wikipedia.org/wiki/Unsplash	13008	371%	38%
161	Kering SA	en.wikipedia.org/wiki/Gucci	109860	195%	37%
		en.wikipedia.org/wiki/Career_Opportunities_(film)	20656	68%	35%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	800445	249%	34%
323	Alibaba Group Holding Ltd	en.wikipedia.org/wiki/AliExpress	31480	219%	34%
		en.wikipedia.org/wiki/Udemy	24926	223%	28%
139	H & M Hennes & Mauritz AB	en.wikipedia.org/wiki/H%26M	22747	58%	27%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	259356	173%	26%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_Prime	17407	36%	23%
		en.wikipedia.org/wiki/The_Pirate_Bay	167879	45%	22%
		en.wikipedia.org/wiki/Tom_Ford	47868	112%	18%
		en.wikipedia.org/wiki/House_of_Gucci	115633	156%	18%
14	Adidas AG	en.wikipedia.org/wiki/Stella_McCartney	11746	44%	17%
161	Kering SA	en.wikipedia.org/wiki/Stella_McCartney	11746	44%	17%
		en.wikipedia.org/wiki/Epic_Games	34463	80%	16%
		en.wikipedia.org/wiki/UKG	23790	221%	15%
		en.wikipedia.org/wiki/Chick-fil-A	31387	-1%	14%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	12392	109%	13%
		en.wikipedia.org/wiki/IndiGo	26220	81%	13%
		en.wikipedia.org/wiki/Indeed	19226	287%	13%
		en.wikipedia.org/wiki/Bilibili	14013	90%	13%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_Maps	110040	257%	12%
		en.wikipedia.org/wiki/Spam_(food)	33926	-4%	12%
851	eBay Inc	en.wikipedia.org/wiki/EBay	35169	73%	12%
		en.wikipedia.org/wiki/Aston_Martin	11315	-28%	11%
		en.wikipedia.org/wiki/Air_India	19339	73%	11%
		en.wikipedia.org/wiki/LinkedIn	67815	171%	11%
187	Netflix Inc	en.wikipedia.org/wiki/Netflix	184077	96%	11%
		en.wikipedia.org/wiki/Aunt_Jemima	17270	-7%	10%
		en.wikipedia.org/wiki/Spotify	52071	46%	8%
		en.wikipedia.org/wiki/Yandex	19952	16%	7%
		en.wikipedia.org/wiki/Skype	10319	6%	7%
		en.wikipedia.org/wiki/IKEA	23402	15%	7%
98	Etsy Inc	en.wikipedia.org/wiki/Etsy	15118	96%	7%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Diablo_IV	7447	74%	7%

7. Wikipedia Pages- 2W Delta (2022-07-09, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
837	Yum! Brands Inc	en.wikipedia.org/wiki/Pizza_Hut	16035	22%	6%
		en.wikipedia.org/wiki/Craigslist	15357	21%	6%
430	Turk Hava Yollari AO	en.wikipedia.org/wiki/Turkish_Airlines	12487	91%	6%
306	Qantas Airways Ltd	en.wikipedia.org/wiki/Qantas	9843	52%	6%
		Hello_Kitty">en.wikipedia.org/wiki/Hello_Kitty	11379	22%	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 (2022-07-09, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
2	Mattel Inc	Jurassic World Facts	317	19.4%	4.9%
574	Microsoft Corp	Xbox Game Pass; LinkedIn Learning; Microsoft Family Safety	292	1.4%	3.3%
116	Garmin Ltd	Garmin Golf	270	4.3%	3.0%
1018	Barclays PLC	Barclays US Credit Cards	306	11.8%	2.4%
128	Habit Restaurants Inc	The Habit Burger Grill	314	4.3%	2.2%
611	Cigna Corp	myCigna	290	10.8%	1.9%
277	Vista Outdoor Inc	Bushnell Golf Mobile	249	32.7%	1.8%

10. AppStore Publishers USA - 2W Delta (2022-07-09, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club	41	32.5%	21.7%
	Mobile Jump Pte Ltd	VPN - Super Unlimited Proxy	158	15.5%	9.7%
433	Southwest Airlines Co	Southwest Airlines	126	26.1%	8.5%
432	American Airlines Group Inc	American Airlines	71	36.8%	8.3%
189	Nike Inc	Nike	58	32.0%	7.3%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	108	-8.2%	6.2%
887	Expedia Inc	Vrbo Vacation Rentals; Expedia: Hotels, Flights & Car	48	71.2%	5.4%
	Crumbl, LLC	Crumbl Cookies	82	47.8%	4.9%
321	United Continental Holdings Inc	United Airlines	81	40.3%	4.9%
	Bumble Holding Limited	Bumble - Dating. Friends. Bizz	144	15.6%	4.6%
	Domino's Pizza LLC	Domino's Pizza USA	105	14.6%	4.3%
785	CBS Corp	Paramount+	102	-2.5%	3.6%
320	Delta Air Lines Inc	Fly Delta	99	27.6%	3.0%
	ADP, Inc	ADP Mobile Solutions	157	-3.9%	2.5%
945	Shopify Inc	Shop: All your favorite brands	44	2.8%	2.1%
	Chick-fil-A, Inc.	Chick-fil-A	99	-1.5%	2.0%
16	Amazon.com Inc	Amazon Shopping; Amazon Prime Video; Amazon Music: Songs & Podcasts	18	11.6%	2.0%
	Poshmark, Inc.	Poshmark: Buy & Sell Fashion	103	22.7%	1.9%

11. Online Retail Amazon - 2W Delta (2022-07-11, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
405	Danone SA	492	12.8%	22.6%
39	Breville Group Ltd	1153	57.5%	14.7%
528	Kraft Heinz Co	951	-6.1%	14.0%
536	Monster Beverage Corp	921	7.5%	12.3%
78	Deckers Outdoor Corp	1046	-21.9%	8.6%
189	Nike Inc	1502	66.3%	8.0%
179	Capri Holdings Limited	469	-32.3%	7.3%
389	Asics Corp	1184	22.9%	7.0%
363	Sony Corp	4538	-28.9%	6.7%
71	Crocs Inc	6998	27.4%	5.9%
525	Campbell Soup Co	345	-16.1%	5.4%
505	Activision Blizzard Inc	1339	19.2%	4.7%
476	Nikon Corp	744	-30.5%	4.5%
391	Electronic Arts Inc	4832	-10.6%	4.4%
290	Wolverine World Wide Inc	2803	6.4%	4.0%
956	Square Enix	810	-20.4%	3.6%
362	Casio Computer Co Ltd	3349	-23.4%	3.5%
171	Luxottica Group SpA	1853	5.8%	3.3%
5	Puma SE	987	37.5%	3.3%
180	Midea Group Co Ltd	528	14.3%	3.2%

12. Online Retail Walmart - 2W Delta (2022-07-11, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
268	Under Armour Inc	1244	142.5%	62.6%
161	Kering SA	442	-8.3%	22.1%
66	Tapestry Inc	399	16.0%	15.4%
328	Yamaha Corp	751	37.3%	15.3%
456	Hankook Tire Co Ltd	297	137.6%	7.9%
171	Luxottica Group SpA	1257	228.2%	6.4%
250	Tempur Sealy International Inc	498	18.3%	6.1%
264	Techtronic Industries Co Ltd	1159	30.5%	5.2%

13. Online Retail Bestbuy - 2W Delta (2022-07-11, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
111	Fossil Group Inc	135	6.3%	17.4%
519	Nestle SA	783	-32.3%	12.2%
116	Garmin Ltd	1712	28.0%	9.7%
538	Fujifilm Holdings Corp	1080	5.1%	5.4%
39	Breville Group Ltd	1754	-16.3%	5.2%
391	Electronic Arts Inc	3707	-20.9%	4.2%
122	GoPro Inc	427	-32.9%	3.1%

14. Job Listings - 2W Delta (2022-07-11, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
103	Fast Retailing Co Ltd	528	58.5%	78%
1041	AP Moeller - Maersk A/S	876	82.8%	71%
946	Cracker Barrel Old Country Sto	4776	5.7%	71%
320	Delta Air Lines Inc	626	66.5%	64%
992	Lloyds Banking Group PLC	257	61.2%	60%
882	Fidelity National Information	6066	90.2%	54%
211	Polaris Industries Inc	141	-42.8%	54%
1066	Givaudan SA	340	38.2%	52%
426	Seiko Epson Corp	665	100.0%	50%
703	PulteGroup Inc	461	25.2%	50%
232	Signet Jewelers Ltd	3998	51.9%	49%
925	Digital Realty Trust Inc	224	100.0%	46%
997	Electricite de France SA	2350	89.6%	44%
167	Localiza Rent a Car SA	336	64.9%	43%
691	Northrop Grumman Corp	3594	51.9%	42%
1210	Commerzbank AG	198	2.1%	42%
572	Cisco Systems Inc	2165	32.4%	39%
1055	E.ON SE	470	100.0%	38%
37	Bojangles Inc	2179	-30.8%	37%
1113	Ferguson Plc	562	-56.1%	36%
1299	Kingfisher PLC	759	27.2%	35%
640	Macy's Inc	4891	-14.5%	35%
861	Allegion PLC	189	17.7%	35%
65	Cloudera Inc	433	21.6%	34%
630	Eaton Corporation PLC	3189	73.9%	33%
190	Nordstrom Inc	2716	57.5%	33%
84	Dollarama Inc	281	-64.2%	33%
855	F5 Networks Inc	741	15.8%	32%
58	Cato Corp	114	-0.7%	32%
553	E I Du Pont De Nemours And Co	869	82.0%	31%

15. Employee Company Ratings - 2W Delta (2022-07-11, 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
506	TUI AG	1519	18.4%	-0.8%	19.2%	0.0%	Management
1469	Sopra Steria Group SA	6219	0.0%	0.0%	0.4%	9.9%	CEO Rating
1289	Berkeley Group Holdings PLC	305	1.2%	2.2%	1.2%	7.8%	CEO Rating
1127	Swiss Life Holding AG	343	0.3%	0.8%	0.3%	6.0%	CEO Rating
1097	Danske Bank A/S	767	0.0%	1.4%	-0.9%	5.8%	CEO Rating
937	Macerich Co	255	1.1%	1.8%	1.7%	5.6%	CEO Rating
403	Barry Callebaut AG	512	2.0%	5.6%	2.0%	0.0%	Outlook
461	Subaru Corp	261	-1.2%	-7.0%	-2.0%	5.4%	CEO Rating
186	Mulberry Group PLC	216	0.4%	5.2%	2.7%	4.6%	Outlook
287	Winnebago Industries Inc	218	0.1%	5.2%	-0.2%	0.0%	Outlook
1344	LANXESS AG	693	0.0%	3.0%	0.2%	5.2%	CEO Rating