

ASTUTEX TRENDSPOTTING

April 03, 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
OpenAI	Artificial intelligence company	4657.1	267.1	topics: Online chat; Application programming interface; GUID Partition Table
Trinseo	Manufacturing company	212.5	193.4	topics: Water;Pennsylvania; Philadelphia queries: trinseo bristol; trinseo altuglas;trinseo plc
The Browser Company Of New York Inc.	Software company	530.4	182.5	topics: ARC Browser queries: the browser
Vanguard Treasury Money Market Fund	Company	372.8	164.9	topics: Money; Exchange-traded fund queries: vanguard t
Ecopro	Battery manufacturing company	407.2	152.2	topics: Samsung;POSCO; POSCO Chemical Co queries: ■■■■ ■■■■ ■■■; ■■■ ■■;■■■■■ ■■
Wilbur Chocolate Company	Manufacturing company	114.9	104.1	topics: Factory;Explosion; Wilbur Chocolate Retail Store queries: w; wilbur chocolate factory;wilbur chocolate
DMarket	Company	180.1	100.6	topics: cs.money;Marketplace; Counter-Strike queries: dmarket csgo; cs money;csmoney
Trip.com Group	Travel agency company	214.7	29.6	topics: Flight;Airport;Chase Bank; Asiana Airlines queries: ■■ ■■;flight; ■■ ■■
Ohio Edison	Company	14.3	14.5	topics: Power outage;Electric power;Ohio; Streetsboro queries: ohio;ohio edison; ohio edison outage; ohio edison power outage number
Scholastic Book Fairs	Company	57.0	8.9	topics: Digital wallet;Book; book fair queries: scholastic; book fair scholastic; scholastic book fair ewallet
House of CB	Fashion company	60.1	8.7	topics: Prom;White; Prom & Homecoming Dresses; Abercrombie & Fitch queries: house of cb; dresses;house of cb dresses; house of cb kara dress
Pennsylvania-America Water Company	Utilities company	15.6	8.1	topics: Water;Philadelphia; Water pollution queries: american water ; pa water;pennsylvania american water

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

Company Name	Type	Pop. growth	Growth change	Related topics
Kel-Tec	Firearm company	6.6	7.3	topics: Kel-Tec SUB-2000; 9x19mm Parabellum; Kel-Tec KSG queries: keltec;kel tec; kel-tec;nashville shooting
CoverMyMeds	Company	13.6	6.3	topics: Layoff;Form; World Wide Web queries: cover; cover my meds;covermymeds login
Quacquarelli Symonds	Company	32.2	5.7	queries: qs ranking;qs ranking 2023; qs university rankings 2023
HOKA ONE	Company	54.1	-4.2	topics: Hoka One One;Outlet store; DICK'S Sporting Goods queries: hokas; women hoka shoes;womens hoka;hoka bodega

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1187	Aroundtown SA	2023-04-03	165%	130%
957	Capcom	2023-04-03	138%	102%
49	Calavo Growers Inc	2023-04-03	80%	79%
1439	Banco Bpm SpA	2023-04-03	12%	18%
1387	IMCD NV	2023-04-03	33%	16%
241	Stratasys Ltd	2023-04-03	30%	15%
1247	Smiths Group PLC	2023-04-03	5%	15%
1117	Groep Brussel Lambert NV	2023-04-03	15%	14%
1316	A2A SpA	2023-04-03	9%	12%
861	Allegion PLC	2023-04-03	8%	12%
741	Williams Companies Inc	2023-04-03	-18%	10%
677	Masco Corp	2023-04-03	-15%	10%
1228	Rentokil Initial PLC	2023-04-03	14%	10%
1146	Sonova Holding AG	2023-04-03	7%	10%
1373	Pennon Group PLC	2023-04-03	33%	8%
1271	Kion Group AG	2023-04-03	2%	7%
95	Esprinet SpA	2023-04-03	11%	7%
1237	William Demant Holding A/S	2023-04-03	19%	6%
1446	Wienerberger AG	2023-04-03	-19%	5%
1141	Terna Rete Elettrica Nazionale	2023-04-03	-6%	4%
1039	Assicurazioni Generali SpA	2023-04-03	-5%	1%

3. Google Trends Industries World - 2W Delta (2023-04-03, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Digital camera	12.9%	1.6%	topics: Camera;Panasonic Lumix Mirrorless Camera; Single-lens reflex camera; Photographer queries: digital camera;camera; panasonic lumix dc-g100kk; polaroid 16mp waterproof digital camera;nikon z fc
Lingerie	-7.9%	1.2%	topics: Underwear;Brand queries: lingerie; intimissimi italian lingerie;italian lingerie brands; we are hah
Xbox	-1.9%	1.2%	topics: Xbox One;Diablo IV queries: xbox;the finals; the finals xbox
Real Estate	-11.7%	1.1%	topics: Estate queries: real;real estate;sundae real estate; plan alimentaire perte de poids savoirmaigrir.fr
Weight loss	4.3%	1.1%	topics: Eating;Semaglutide;Drinking water;Peptide; Green tea queries: weight loss;calories to lose weight; weight loss drug;bmi
Playstation 4	-17.9%	1.0%	topics: Sony PlayStation 4;Diablo IV queries: ps4; diablo 4 open beta ps4;ps4 update 10.50;does ps4 have discord
Hiking shoes	-18.6%	1.0%	topics: Hiking;Boot;Military tactics;Birkenstock; Shoe Carnival queries: hiking boots;hiking;boots;sketchers
Flooring	-13.4%	1.0%	topics: Polyvinyl chloride queries: flooring
Coffeemaker	0.4%	0.9%	topics: Coffee;Keurig queries: coffee;coffee maker; delonghi truebrew;how to clean a bunn coffee maker
Vehicle Insurance	5.1%	0.9%	topics: Car;Insurance;cheap queries: insurance;car insurance
Health care	-4.0%	0.8%	topics: Health queries: healthcare;april 3rd healthcare; vivian healthcare

3. Google Trends Industries World - 2W Delta (2023-04-03, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Insurance	4.5%	0.6%	topics: Auto insurance; Federal Deposit Insurance queries: insurance; w3techpanel.com insurance;movies4u
Gift Card	5.3%	0.6%	topics: Gift queries: gift card;gift card balance;gift cards
Gift Cards	5.3%	0.6%	topics: Gift queries: gift card;gift card balance;gift cards

4. Google Trends Industries USA - 2W Delta (2023-04-03, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Mutual fund	-14.8%	4.9%	topics: Investment fund;Bandhan Bank;Indexation queries: funds; mutual;debt mutual funds indexation benefit; are money market funds insured;signature bank
Pharmaceutical industry	-6.5%	3.6%	topics: Pharmaceutical drug;Kobe Bryant;Sackler family; Drop queries: pharma;eye drop recall; kobe bryant pharmaceutical;ezricare and deltam pharma
Cruise	14.0%	3.0%	topics: Cruise ship;Ship;MV Gemini; Disease outbreak queries: cruise;cruise ship; live on a cruise ship for a year;mv gemini cruise ship; unknown outbreak on cruise ship
Video game console	-3.4%	2.7%	topics: Video game;Fortnite Creative; The NBA Finals queries: game console;console;creative 2.0; creative 2.0 console
Investment fund	-14.2%	2.5%	topics: Mutual fund;Candidate; Federal Deposit Insurance Corporation queries: fund; esg rule for retirement funds;signature bank;svb stock
Stock market	-33.2%	1.6%	topics: Stock;Silicon Valley Bank; First Republic Bank queries: market;svb stock;first republic
Dating	1.3%	1.4%	topics: Mobile app;Zayn queries: dating;dating app;date ideas
Film	6.4%	1.4%	topics: Movie theater;Telugu language;Dungeons & Dragons; I See You;Champions queries: movie;filme;■■■■ ■■■■■■■■ ■■■■■; no hard feelings movie
Financial services	-6.6%	1.3%	topics: Finance;SVB Financial Group; Silicon Valley Bank queries: financial;financial services;bob; financial service;mazda
Lingerie	-12.1%	1.2%	topics: Underwear;Brand queries: lingerie; intimissimi italian lingerie;italian lingerie brands; we are hah
Laundry detergent	22.3%	1.1%	topics: Detergent;Hydrogen peroxide queries: detergent; mexican laundry soap;order laundry detergent online; meliara laundry detergent

4. Google Trends Industries USA - 2W Delta (2023-04-03, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Newspaper	-2.6%	1.1%	topics: Daily Mail queries: daily;daily mail
Camera	4.2%	1.0%	topics: Security Camera;Security queries: camera; nashville police cam;wolf river cam;■■■ ■■■ ip ■
Watch	6.9%	0.9%	topics: Apple Watch;The Academy Awards ceremony (The Oscars); 92nd Academy Awards queries: watch;march madness watch live; where to watch march madness
Watches	6.9%	0.9%	topics: Apple Watch;The Academy Awards ceremony (The Oscars); 92nd Academy Awards queries: watch;march madness watch live; where to watch march madness
Vacation rental	-31.5%	0.9%	topics: Rent queries: ferienwohnung;vacation; ryson vacation rentals;vasca vacation rentals; telluride vacation rentals
Weight loss	16.3%	0.8%	topics: Eating;Semaglutide;Drinking water;Peptide; Green tea queries: weight loss;calories to lose weight; weight loss drug;bmi
Genetic testing	2.6%	0.8%	topics: DNA;Genetics;Ovarian cancer;Human genome queries: dna; dna test;xét nghi■■m adn cha con;gary brecka genetic testing; dog dna test kits
Suit	-3.3%	0.7%	topics: Man queries: suit;gwyneth paltrow ski suit; paltrow ski suit
Men suits	-3.3%	0.7%	topics: Man queries: suit;gwyneth paltrow ski suit; paltrow ski suit
Streetwear	-3.5%	0.7%	topics: Clothing;Man;Gardenia;Fashion Nova; PacSun queries: streetwear;who is streetwear aimed at?; nike dunk fly streetwear;nike sb dunk low x fly streetwear; what type of fashion is streetwear?
Food delivery	-21.8%	0.6%	topics: Food;DEMAE-CAN CO.,LTD queries: delivery;food; food delivery nearby;puppies;■■■ ■■■

4. Google Trends Industries USA - 2W Delta (2023-04-03, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Customer Relationship management	6.8%	0.6%	topics: Customer;Interpersonal relationship queries: crm; cloze crm;e leads crm login; client relationship management tools
Photography	9.2%	0.6%	topics: Photograph;User profile;Photographer queries: fotos; photography;foto;pedrinho matador morto fotos; lady gaga help photographer;flores amarillas fotos
TV	-4.9%	0.5%	topics: Television queries: tv; o que carlota joaquina era da princesa isabel; qual era o nome do canal de tv de silvio santos que entrou n

6. Wikipedia - 2W Delta (2023-04-03, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
1031	Credit Suisse Group AG	en.wikipedia.org/wiki/Credit_Suisse	4009	219.3%	155.0%
998	UBS Group AG	en.wikipedia.org/wiki/UBS	2399	103.6%	91.1%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft_Office_Mix	34000	148.8%	24.7%
547	JPMorgan Chase & Co	en.wikipedia.org/wiki/JPMorgan_Chase	8621	44.6%	13.0%
835	Accenture PLC	en.wikipedia.org/wiki/Accenture	4397	-11.0%	10.7%
328	Yamaha Corp	en.wikipedia.org/wiki/Yamaha_Motor_Company	6924	27.2%	9.9%
963	HSBC Holdings PLC	en.wikipedia.org/wiki/HSBC	3136	29.0%	8.9%
238	Starbucks Corp	en.wikipedia.org/wiki/Starbucks	4691	10.1%	7.8%
975	Deutsche Telekom AG	en.wikipedia.org/wiki/Deutsche_Telekom	5447	4.0%	7.2%
566	Pfizer Inc	en.wikipedia.org/wiki/Pfizer	2715	-50.7%	7.0%
563	Bank of America Corp	en.wikipedia.org/wiki/Bank_of_America	4043	22.4%	6.6%
852	Goldman Sachs Group Inc	en.wikipedia.org/wiki/Goldman_Sachs	2970	20.5%	6.4%
179	Capri Holdings Limited	en.wikipedia.org/wiki/Gianni_Versace	9046	-29.1%	5.6%
812	Capital One Financial Corp	en.wikipedia.org/wiki/Capital_One	3500	5.6%	5.3%

7. Wikipedia Pages- 2W Delta (2023-04-03, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
1031	Credit Suisse Group AG	en.wikipedia.org/wiki/Credit_Suisse	45498	621%	415%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Diablo_IV	58005	540%	235%
		en.wikipedia.org/wiki/Resident_Evil_4	145255	290%	205%
998	UBS Group AG	en.wikipedia.org/wiki/UBS	32214	239%	204%
859	Alphabet Inc	en.wikipedia.org/wiki/Waze	25099	386%	72%
		en.wikipedia.org/wiki/ByteDance	79453	46%	58%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_AdSense	22567	646%	55%
		en.wikipedia.org/wiki/Resident_Evil	105158	53%	47%
		en.wikipedia.org/wiki/Swiggly	26374	53%	30%
		en.wikipedia.org/wiki/Resident_Evil_Village	36555	2%	25%
955	Take Two Interactive	en.wikipedia.org/wiki/Grand_Theft_Auto:_Vice_City	33472	38%	18%
		en.wikipedia.org/wiki/Big_Mac_Index	43317	405%	18%
		en.wikipedia.org/wiki/Resident_Evil_(film_series)	38978	-17%	16%
		en.wikipedia.org/wiki/Capcom	20606	5%	15%
791	Morgan Stanley	en.wikipedia.org/wiki/Morgan_Stanley	16877	22%	15%
		en.wikipedia.org/wiki/Flipkart	106220	125%	14%
835	Accenture PLC	en.wikipedia.org/wiki/Accenture	29316	-11%	13%
		en.wikipedia.org/wiki/Jio	26620	32%	12%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Destiny_2	10652	-10%	12%
547	JPMorgan Chase & Co	en.wikipedia.org/wiki/JPMorgan_Chase	29295	42%	12%
		en.wikipedia.org/wiki/HDFC_Bank	39061	122%	12%
		en.wikipedia.org/wiki/Jack_Daniel's	10366	38%	11%
573	Intel Corp	en.wikipedia.org/wiki/Intel	24939	-2%	10%
		en.wikipedia.org/wiki/DuPont	12059	5%	10%
		en.wikipedia.org/wiki/MakeMyTrip	16489	33%	10%
		en.wikipedia.org/wiki/Aston_Martin	15705	15%	10%
576	Citigroup Inc	en.wikipedia.org/wiki/Citigroup	11794	14%	10%
		en.wikipedia.org/wiki/Chanel	13583	13%	9%
963	HSBC Holdings PLC	en.wikipedia.org/wiki/HSBC	22797	41%	8%
179	Capri Holdings Limited	en.wikipedia.org/wiki/Donatella_Versace	16403	8%	8%
238	Starbucks Corp	en.wikipedia.org/wiki/Starbucks	46356	10%	8%
966	Sanofi SA	en.wikipedia.org/wiki/Zolpidem	15055	40%	7%
1017	Koninklijke Philips NV	en.wikipedia.org/wiki/Philips	13813	33%	7%
		Hello_Kitty">en.wikipedia.org/wiki/Hello_Kitty	18346	65%	7%

7. Wikipedia Pages- 2W Delta (2023-04-03, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Valve_Corporation	23584	2%	7%
		en.wikipedia.org/wiki/Monster_Hunter	11032	62%	7%
		en.wikipedia.org/wiki/Red_Bull	32988	20%	7%
852	Goldman Sachs Group Inc	en.wikipedia.org/wiki/Goldman_Sachs	20140	21%	6%
		en.wikipedia.org/wiki/MG_Cars	23277	23%	6%
338	Adobe Systems Inc	en.wikipedia.org/wiki/Adobe_Inc.	15360	3%	6%
563	Bank of America Corp	en.wikipedia.org/wiki/Bank_of_America	21126	27%	6%
		en.wikipedia.org/wiki/Buc-ee's	17090	26%	6%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	1091863	56%	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 (2023-03-25, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
227	SeaWorld Entertainment Inc	SeaWorld	299	8.0%	3.7%
1214	Next PLC	Rock Identifier: Stone ID	248	8.0%	3.0%
149	Intuit Inc	QuickBooks Accounting; QuickBooks Time Tracking	278	9.4%	2.4%
349	Honda Motor Co Ltd	HondaLink	300	11.5%	1.5%
708	Progressive Corp	Progressive; Snapshot® Mobile	262	0.1%	1.1%

10. AppStore Publishers USA - 2W Delta (2023-03-25, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Hulu, LLC	Hulu: Stream TV & movies	52	-10.5%	1.7%

11. Online Retail Amazon - 2W Delta (2023-04-03, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
456	Hankook Tire Co Ltd	637	13.5%	14.8%
152	iRobot Corp	1383	22.3%	9.9%
528	Kraft Heinz Co	1328	62.5%	8.5%
541	HP Inc	8817	9.3%	8.3%
906	Western Digital Corp	365	-16.7%	7.6%
290	Wolverine World Wide Inc	2296	-3.8%	7.0%
5	Puma SE	1209	20.3%	5.8%
132	Hasbro Inc	4246	-12.6%	5.8%
526	General Mills Inc	874	16.7%	5.6%
127	SEB SA	2337	7.8%	5.3%
959	Turtle Beach	1632	-3.0%	5.0%
519	Nestle SA	1587	-13.3%	5.0%
427	Lenovo Group Ltd	1609	51.5%	4.7%
536	Monster Beverage Corp	959	24.5%	3.8%
180	Midea Group Co Ltd	395	-16.8%	3.8%
277	Vista Outdoor Inc	1387	-6.5%	3.0%

12. Online Retail Walmart - 2W Delta (2023-04-03, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
233	Skechers USA Inc	5348	2,973.6%	102.8%
71	Crocs Inc	1861	1,210.6%	54.9%
78	Deckers Outdoor Corp	112	239.4%	49.7%
418	Shiseido Co Ltd	451	48.8%	25.2%
240	Steven Madden Ltd	332	167.7%	16.1%
161	Kering SA	394	-51.2%	14.3%
127	SEB SA	1483	14.0%	14.1%
94	Entertainment One Ltd	125	-22.8%	12.4%
529	J M Smucker Co	1168	2.3%	12.1%
56	Carter's Inc	694	13.0%	11.1%
179	Capri Holdings Limited	2886	-1.8%	10.8%
26	Avon Products Inc	237	-3.7%	10.5%
14	Adidas AG	2871	21.1%	8.2%
184	Movado Group Inc	365	16.2%	8.1%
5	Puma SE	926	54.3%	7.9%
45	Burberry Group PLC	298	25.2%	7.3%
111	Fossil Group Inc	573	14.6%	5.0%

13. Online Retail Bestbuy - 2W Delta (2023-04-03, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
364	Pioneer Corp	265	33.8%	16.6%
574	Microsoft Corp	1961	16.7%	9.2%
362	Casio Computer Co Ltd	1387	30.7%	5.5%
907	Church & Dwight Co Inc	790	9.1%	5.0%
956	Square Enix	560	-33.4%	4.6%
390	Nintendo Co Ltd	2547	6.9%	4.5%
505	Activision Blizzard Inc	359	8.1%	4.1%
122	GoPro Inc	746	61.8%	3.5%

14. Job Listings - 2W Delta (2023-04-03, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1113	Ferguson Plc	519	28.2%	83%
1203	Eiffage SA	2142	100.0%	78%
160	Kate Spade	402	100.0%	76%
1058	CRH PLC	1597	100.0%	73%
63	Chipotle Mexican Grill Inc	4063	68.3%	64%
754	Time Warner Inc	922	71.4%	61%
976	Christian Dior SE	719	100.0%	60%
464	Fiat Chrysler Automobiles NV	603	100.0%	60%
1052	UniCredit SpA	536	45.7%	55%
779	Staples Inc	1680	25.6%	54%
674	Lowe's Companies Inc	6835	12.8%	51%
1353	John Wood Group PLC	929	100.0%	49%
1343	GVC Holdings PLC	430	0.1%	48%
109	Foot Locker Inc	1783	15.3%	48%
1515	L3Harris Technologies Inc	2030	24.2%	45%
633	Emerson Electric Co	2735	40.5%	45%
979	Banco Santander SA	1663	17.4%	44%
1304	Phoenix Group Holdings	225	98.7%	43%
1014	National Grid PLC	262	-13.2%	39%
774	Qualcomm Inc	641	0.7%	38%
1153	Solvay SA	422	-5.3%	38%
227	SeaWorld Entertainment Inc	333	30.0%	36%
210	Planet Fitness Inc	4529	2.9%	36%
220	RH	373	-0.3%	36%
967	GlaxoSmithKline PLC	2119	1.5%	35%
418	Shiseido Co Ltd	442	62.5%	35%
1214	Next PLC	721	62.3%	32%
718	Ametek Inc	571	-4.3%	32%
556	General Electric Co	3251	-8.7%	31%
347	Renault SA	1028	59.9%	30%

15. Employee Company Ratings - 2W Delta (2023-04-03, 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
122	GoPro Inc	464	2.0%	7.2%	3.6%	0.0%	Outlook
1407	Lagardere SCA	625	1.6%	7.2%	2.8%	0.0%	Outlook
1376	Prosiebensat 1 Media SE	281	-3.4%	7.2%	-3.4%	0.0%	Outlook
600	Berkshire Hathaway Inc	17265	6.3%	5.9%	6.7%	-0.9%	Management
1368	Euronext NV	224	0.0%	6.4%	0.0%	0.0%	Outlook
742	WEC Energy Group Inc	393	-0.3%	6.2%	1.4%	0.0%	Outlook
350	Mitsubishi Motors Corp	2377	3.6%	5.6%	-3.2%	0.0%	Outlook
369	Alliance Data Systems Corp	3023	1.1%	5.4%	1.5%	0.0%	Outlook
1340	Orion Oyj	212	-0.1%	5.2%	-0.1%	0.0%	Outlook