

# **ASTUTEX TRENDSPOTTING**

**October 17, 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
Rupa Company	Company	230.9	103.5	topics: Undergarment
Google Store	Hardware store company	101.7	48.9	
Plan Toys	Company	0.3	37.5	topics: Cactus
Catholic Health Initiatives	Healthcare company	45.0	15.7	topics: Cyberattack
Japan Railways Group	Company	66.4	15.4	topics: Tokyo
Coterie Inc.	Company	162.4	11.8	topics: Diaper queries: diapers
Citizens Property Insurance Corporation	Insurance company	97.6	11.2	topics: Insurance
Naviance	Company	105.8	10.6	topics: Time limit queries: csu applicat
Crunchyroll	Company	46.8	10.4	topics: Bleach
Post Office Ltd	Post company	11.3	10.2	topics: Christopher Columbus;October 10
UGG	Fashion company	15.3	9.9	topics: Telfar;UGG Tasman;Boot;Slipper; Outlet store queries: telfar;telfar bag; ugg tasman;tasman ugg slippers; tasman slippers
Lavazza	Coffee company	20.8	8.6	topics: Coffee
The Action Network	Company	29.2	5.7	
Nomad Goods	Accessory company	30.3	5.7	topics: Apple iPhone Leather Wallet with
QuillBot, Inc.	Company	270.2	5.1	topics: Paraphrase queries: paraphrasing; paraphrasing tool
Devoted Health, Inc.	Company	81.0	4.8	topics: Health insurance
UnitedHealth Group	Insurance company	13.4	3.7	topics: Insurance;Health insurance; Medicare Advantage
Golden Goose Deluxe Brand	Company	19.5	2.4	topics: Shoes;Sneakers
Quizlet	Company	44.2	1.8	topics: Ethics;Accounting;Biology; Body composition;Pharmacology

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

Company Name	Type	Pop. growth	Growth change	Related topics
Viori Beauty LLC	Company	64.2	1.7	topics: Vuori
Mango	Outlet store company	39.0	1.0	topics: Outlet store
Bluebeam Software	Software company	36.2	0.4	topics: Markup
SolidWorks Corp.	Computer application company	21.4	0.2	topics: Mechanical Engineering

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1337	Castellum AB	2022-10-17	117%	57%
908	Federal Realty Investment Trus	2022-10-17	38%	46%
1437	Close Brothers Group PLC	2022-10-17	56%	40%
1483	Baltika	2022-10-17	27%	28%
1172	Aegon NV	2022-10-17	49%	23%
1395	TAG Immobilien AG	2022-10-17	59%	23%
196	Oriental Land Co Ltd	2022-10-17	72%	20%
680	Micron Technology Inc	2022-10-17	6%	17%
733	UnitedHealth Group Inc	2022-10-17	15%	10%
1271	Kion Group AG	2022-10-17	15%	10%
1316	A2A SpA	2022-10-17	72%	10%
316	Korean Air Lines Co Ltd	2022-10-17	134%	9%
67	Columbia Sportswear Co	2022-10-17	19%	7%
1066	Givaudan SA	2022-10-17	5%	7%
1197	Alfa Laval AB	2022-10-17	10%	6%
964	Total SA	2022-10-17	93%	6%
1291	Icade SA	2022-10-17	-14%	6%
400	Hero MotoCorp Ltd	2022-10-17	29%	6%
451	Autodesk Inc	2022-10-17	23%	6%
1004	Relx PLC	2022-10-17	19%	4%
78	Deckers Outdoor Corp	2022-10-17	29%	4%
1228	Rentokil Initial PLC	2022-10-17	2%	3%
1250	LEG Immobilien AG	2022-10-17	-4%	3%
1155	Straumann Holding AG	2022-10-17	2%	3%
1330	Nemetschek SE	2022-10-17	14%	3%
1345	Hera SpA	2022-10-17	64%	2%
615	Colgate-Palmolive Co	2022-10-17	11%	2%
1428	VAT Group AG	2022-10-17	-9%	1%
1088	Capgemini SE	2022-10-17	20%	1%
1201	Pearson PLC	2022-10-17	37%	1%
1008	Schneider Electric SE	2022-10-17	8%	1%
978	ASML Holding NV	2022-10-17	-19%	1%

### 3. Google Trends Industries World - 2W Delta (2022-10-17, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Trench coat	12.9%	4.5%	topics: Coat;Woman;Man;Gabardine;Single-breasted; Fashion Nova queries: trench;trench coat;north face; wool trench coat men;neiman marcus
Unmanned aerial vehicle	22.1%	4.3%	topics: DJI;Flight;Camera;Sanibel;Sanibel Island; Wrigley Field queries: drone;shahed drone;shahed 136; drone footage of hurricane ian
Air Conditioner	8.6%	3.2%	topics: Air conditioning;Electric heating; Senville queries: air conditioner; winia air conditioner 5,000 btu reviews; 20,000 btu through the wall air conditioner; 5,000 btu air conditioner with heater
Clog	35.9%	3.1%	topics: Birkenstock queries: clogs;clog;birkenstock;echo clogs; crocs classic lined clog;doc marten sandals
Enterprise Resource Planning	21.5%	3.0%	topics: System;Software;Business intelligence;Sage 300; Performance indicator queries: erp
Sports betting	-7.2%	2.5%	topics: Sports queries: betting;nfl best bets week 4; best nfl bets week 5;nfl betting lines week 3
Travel	-1.9%	2.3%	topics: Travel agency queries: travel;celtics travel planner; dragon ball new journey
Travel (and transport)	-1.9%	2.3%	topics: Travel agency queries: travel;celtics travel planner; dragon ball new journey
Stock market	9.3%	2.3%	topics: Market;Stock;Columbus Day;October 10 queries: stock; market;stock market;is the stock market open on columbus day; are markets open on columbus day; is columbus day a federal holiday
Non-alcoholic drink	4.9%	2.2%	topics: Drink;Beer;Low-alcohol beer;Apple cider; Non-alcoholic eggnog; Three Spirit Drinks Ltd queries: non alcoholic; halloween punch non alcoholic;sans non alcoholic beverage; sans drink
Cookware and Bakeware	-5.0%	2.1%	topics: Frying pan;Rubbermaid queries: cookware; duralite bakeware;emile henry bakeware;large saucepan

### 3. Google Trends Industries World - 2W Delta (2022-10-17, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Leggins	-6.8%	1.9%	topics: Tights;Clothing;Blackqueries: leggings;ugg slippers;winter tights for women;repped brand leggings queries: leggings;repped brand leggings
Food processor	-7.1%	1.8%	topics: Food;Cleaver;Garbage disposal unit;Oreo queries: food processor;saladmaster food processor;ninja food chopper
Smartwatch	20.7%	1.8%	topics: Watch;Wristband queries: watch;smart watch;smartwatch;galaxy watch 5 vs 5 pro;google pixel watch review;ze smartwatch
sweater	-4.2%	1.7%	topics: Sweater queries: hoodie;camber sweatshirt;stop bad hoodies
Hoodie	-4.2%	1.7%	topics: Sweater queries: hoodie;camber sweatshirt;stop bad hoodies
Tracksuit	-3.6%	1.6%	topics: Suit;Man;Woman;Hood;Camouflage;Moncler queries: tracksuit;nike tech jogging suit;early 2000s fashion;asos
Health Insurance	2.6%	1.6%	topics: Health;Insurance queries: insurance;health insurance;health benefits of asparagus;big name in health insurance crossword;braven health insurance
Career	18.3%	1.6%	topics: Job queries: careers;jeffrey dahmer army career;customer.io careers;blake bortles career earnings
Magazine	-0.3%	1.5%	topics: People;True crime;Instant camera;Crime queries: magazine;crime mag;crime magazine jeffrey;true crime magazine jeffrey
Energy Drink	26.7%	1.5%	topics: Drink queries: energy;energy drink;juvee energy drink;juvee;bang energy drink lawsuit
Workflow	25.1%	1.4%	topics: Management;Workflow management system;GitHub;Continuous integration;YAML;Labor queries: workflow;webflow





#### 4. Google Trends Industries USA - 2W Delta (2022-10-17, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Down jacket	21.6%	10.9%	topics: Jacket;Flannel queries: puffer;jacket;princess polly; itwasu;itwasu puffer case
Tax	-1.0%	8.2%	topics: Property;Property tax;Income queries: tax; tax refund ca gov; www.nj.gov/treasury/taxation/anchor/home.shtml; fetterman taxes
Clog	61.2%	7.9%	topics: Birkenstock queries: clogs;clog;birkenstock;echo clogs; cros classic lined clog;doc marten sandals
Trench coat	13.2%	4.7%	topics: Coat;Woman;Man;Gabardine;Single-breasted; Fashion Nova queries: trench;trench coat;north face; wool trench coat men;neiman marcus
Stock market	11.1%	4.4%	topics: Market;Stock;Columbus Day;October 10 queries: stock; market;stock market;is the stock market open on columbus day; are markets open on columbus day; is columbus day a federal holiday
Slipper	8.8%	4.2%	topics: UGG;Ugg boots queries: slippers;stompeez slippers; cozy cow slippers;orthopedic slippers for women
Snow boot	-14.1%	3.9%	topics: Boot;Men's Boot;Suede;Leggings queries: boots; winter boots;cabelas;dc winter boots;uniqlo
Jewelry design	-13.4%	3.6%	topics: Jewellery;Design;Silver queries: jewelry design; jewelry designers
Video game console	-6.4%	3.4%	topics: Video game;PlayStation 5;Gundam;Overwatch 2; Overwatch queries: console;gundam evolution console; lucid co retro console;world war 3 console
Coat	3.1%	3.3%	topics: Woman;Winter;Man queries: coat;cruella deville; banana republic factory;ssense
Jacket	3.4%	2.4%	topics: Woman;Man;Leather queries: jacket;stussy fleece jacket; north face cow print jacket;david martinez jacket

#### 4. Google Trends Industries USA - 2W Delta (2022-10-17, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
3D Printing	16.9%	2.3%	topics: topics: Printing;Three-dimensional space; Printerqueries: 3d;additive manufacturing journal; large 3d printers;can you 3d print metal queries: queries: 3d; can you 3d print metal
Leggins	-8.0%	2.1%	topics: Tights;Clothing;Black queries: leggings;ugg slippers; winter tights for women;repped brand leggings
Payment	6.0%	1.9%	topics: Invoice;Credit;Tax queries: pay;payment
sweater	2.7%	1.9%	topics: Sweater queries: hoodie;camber sweatshirt; stop bad hoodies
Hoodie	2.7%	1.9%	topics: Sweater queries: hoodie;camber sweatshirt; stop bad hoodies
Road	8.8%	1.8%	topics: Travel;Road trip;Bicycle;Popular, Inc. queries: road; road of naruto;numero de ruta banco popular; chicago marathon road closures
Moisturizer	9.2%	1.8%	topics: Face;Skin;Cream queries: moisturizer; popular skin moisturizer crossword; revaree vaginal moisturizer;crema para hidratar la cara
Amusement park	0.3%	1.7%	topics: Park queries: amusement park;theme park; super mario theme park;dolly parton theme park; opryland theme park
Watch	8.0%	1.7%	topics: Apple Watch;Apple queries: watch; where to watch bleach tybw;where to watch chainsaw man usa
Watches	8.0%	1.7%	topics: Apple Watch;Apple queries: watch; where to watch bleach tybw;where to watch chainsaw man usa
Sports	-11.1%	1.7%	topics: Bar;Sports;Sports betting queries: sports; sports guru pro india vs pak;sports guru pro blog; pro tricky looter blog

#### 4. Google Trends Industries USA - 2W Delta (2022-10-17, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Tool	11.0%	1.5%	topics: toolbox; Boxqueries: tool; tools; stud master; stud master tool; woodworking tools crossword queries: queries: tool; woodworking tools crossword
Energy Drink	30.7%	1.4%	topics: Drink queries: energy; energy drink; juvee energy drink; juvee; bang energy drink lawsuit
Outlet store	-7.2%	1.3%	topics: Shopping mall; Coach queries: outlet; outlet support goodwill; outlet store cerca de mi; outlets store goodwill

## 5. Website Traffic - 2W Delta (2022-10-15, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
497	Jeronimo Martins SGPS SA	1.820076	161%	65%
924	Zoetis Inc	1.257307	165%	64%
324	Vipshop Holdings Ltd	23.415230	143%	52%
503	Konami Holdings Corp	9.178923	536%	50%
27	B&M European Value Retail SA	5.084538	219%	33%
409	Yakult Honsha Co Ltd	1.105076	159%	26%
89	Dunelm Group PLC	10.450076	120%	23%
416	Beiersdorf AG	1.386923	60%	23%
407	Kikkoman Corp	6.100230	87%	19%
340	Continental AG	1.037769	12%	19%
265	Tupperware Brands Corp	2.704076	206%	16%
571	Analog Devices Inc	12.027000	148%	15%
844	ANSYS Inc	5.478153	65%	13%
292	World Wrestling Entertainment	20.361538	88%	12%
946	Cracker Barrel Old Country Sto	2.446769	56%	11%
79	De Longhi SpA	8.703153	32%	11%
930	United Rentals Inc	1.828384	2%	11%
603	Bristol-Myers Squibb Co	2.397230	57%	11%
689	Norfolk Southern Corp	1.084000	13%	11%
217	Rapid7 Inc	5.464461	4%	10%
496	Koninklijke Ahold Delhaize NV	4.856769	68%	10%
456	Hankook Tire Co Ltd	1.429230	72%	9%
475	Sharp Corp	4.776000	24%	8%
10	Aaron's Inc	1.223923	27%	8%
577	American International Group I	4.668000	57%	7%
350	Mitsubishi Motors Corp	1.654230	20%	6%
61	Cewe Stiftung & Co KGaA	1.412538	35%	6%
903	Seagate Technology PLC	16.060230	36%	6%
75	DaVita Inc	1.859230	25%	6%

## 6. Wikipedia - 2W Delta (2022-10-17, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
356	Kirin Holdings Co Ltd		5250	37.5%	41.5%
328	Yamaha Corp		2460	10.6%	11.2%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft	14794	9.0%	10.8%
390	Nintendo Co Ltd		6939	-8.8%	10.2%
194	NVIDIA Corp		4032	2.9%	10.0%
206	PayPal Holdings Inc		8179	5.6%	10.0%
346	Porsche Automobil Holding SE	en.wikipedia.org/wiki/Porsche	4858	10.6%	9.0%
570	United Technologies Corp		2290	10.8%	8.0%
965	BP PLC	en.wikipedia.org/wiki/BP	2742	15.5%	7.0%
607	Advanced Micro Devices Inc		2642	-1.9%	6.2%
459	Peugeot SA	en.wikipedia.org/wiki/Peugeot	10528	-3.3%	6.1%
1017	Koninklijke Philips NV		7739	20.6%	5.3%
670	Eli Lilly and Co	en.wikipedia.org/wiki/Eli_Lilly_and_Company	3542	8.3%	5.2%
391	Electronic Arts Inc		38018	-17.2%	5.2%
851	eBay Inc		6413	-16.1%	5.1%
2	Mattel Inc		31299	3.0%	5.0%

## 7. Wikipedia Pages- 2W Delta (2022-10-15, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		<a href="https://en.wikipedia.org/wiki/UKG">en.wikipedia.org/wiki/UKG</a>	28977	232%	49%
		<a href="https://en.wikipedia.org/wiki/Cartoon_Network">en.wikipedia.org/wiki/ Cartoon_Network</a>	139776	23%	33%
		<a href="https://en.wikipedia.org/wiki/Uniqlo">en.wikipedia.org/wiki/Uniqlo</a>	13434	40%	19%
346	Porsche Automobil Holding SE	<a href="https://en.wikipedia.org/wiki/Porsche">en.wikipedia.org/wiki/Porsche</a>	20329	15%	8%
458	Volkswagen AG	<a href="https://en.wikipedia.org/wiki/Porsche">en.wikipedia.org/wiki/Porsche</a>	20329	15%	8%
189	Nike Inc	<a href="https://en.wikipedia.org/wiki/Nike%2C_Inc.">en.wikipedia.org/wiki/Nike%2C_Inc.</a>	44365	23%	5%
554	Exxon Mobil Corp	<a href="https://en.wikipedia.org/wiki/ExxonMobil">en.wikipedia.org/wiki/ExxonMobil</a>	12939	24%	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 (2022-10-15, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
859	Alphabet Inc	Google; YouTube: Watch, Listen, Stream; Google Maps	25	47.5%	23.9%
929	Facebook Inc	Instagram; WhatsApp Messenger	23	45.8%	23.8%
187	Netflix Inc	Netflix	43	30.1%	19.6%
1477	Twitter Inc	Twitter	46	30.1%	18.6%
945	Shopify Inc	Shop: All your favorite brands	64	25.0%	14.7%
206	PayPal Holdings Inc	Venmo; PayPal - Send, Shop, Manage; PayPal Honey: Coupons, Rewards	116	22.4%	13.5%
238	Starbucks Corp	Starbucks	77	28.2%	12.8%
623	Target Corp	Target	77	29.9%	11.4%
296	Yelp Inc	Yelp: Food, Delivery & Reviews	105	9.8%	10.2%
547	JPMorgan Chase & Co	Chase Mobile®: Bank & Invest	89	23.3%	10.1%
785	CBS Corp	Paramount+; CBS	182	21.8%	9.9%
812	Capital One Financial Corp	Capital One Mobile	83	33.9%	9.7%
175	McDonald's Corp	McDonald's; McDonald's Offers and Delivery; McDonald's - Non-US	203	11.0%	9.1%
551	Walt Disney Co	Disney+; My Disney Experience; Disneyland®	216	9.7%	8.7%
98	Etsy Inc	Etsy: Custom & Creative Goods	72	36.0%	8.7%
189	Nike Inc	Nike: Shoes, Apparel, Stories; Nike Run Club: Running Coach; Nike Training Club: Fitness	202	17.4%	8.4%
574	Microsoft Corp	Microsoft Outlook; Microsoft Teams; Microsoft Authenticator	136	17.8%	7.7%
16	Amazon.com Inc	Amazon Shopping; Amazon Prime Video; Ring - Always Home	79	25.2%	6.8%
424	Samsung Electronics Co Ltd	Samsung Health	325	2.1%	5.1%
890	Viacom Inc	Pluto TV - Live TV and Movies; Noggin Preschool Learning App	255	17.4%	5.1%
849	Aetna Inc	Aetna Health	252	15.3%	4.9%
432	American Airlines Group Inc	American Airlines	95	45.1%	4.5%
391	Electronic Arts Inc	FIFA Soccer; Plants vs. Zombies™ 2	298	7.9%	4.3%
62	Chegg Inc	Chegg Study - Homework Help	265	15.6%	4.3%
251	Texas Roadhouse Inc	Texas Roadhouse Mobile	246	2.3%	4.0%



## 9. AppStore USA - 2W Delta (2022-10-15, 13weeks YoY) (Part 2)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
323	Alibaba Group Holding Ltd	AliExpress Shopping App	231	3.0%	3.9%
169	Lululemon Athletica Inc	lululemon	260	19.7%	3.7%
947	LVMH	Sephora: Buy Makeup & Skincare	251	7.4%	3.7%
747	Comcast Corp	Xfinity; Universal Studios Hollywood™; Universal Orlando Resort™	223	11.8%	3.6%
611	Cigna Corp	myCigna	282	12.0%	3.4%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club; Vudu - Movies & TV	192	14.6%	3.4%
83	DineEquity Inc	IHOP; Applebee's	261	3.4%	3.2%
146	Industria de Diseno Textil SA	ZARA	251	5.4%	3.1%
321	United Continental Holdings Inc	United Airlines	114	31.8%	2.9%
320	Delta Air Lines Inc	Fly Delta	132	23.7%	2.7%
59	Cedar Fair LP	Cedar Point	310	12.4%	2.7%
129	Haier Electronics Group Co Ltd	SmartHQ	280	25.5%	2.5%
348	Nissan Motor Co Ltd	NissanConnect® Services	359	4.6%	2.4%
227	SeaWorld Entertainment Inc	SeaWorld; Busch Gardens	264	23.1%	2.2%
11	Abercrombie & Fitch Co	Hollister Co.; Abercrombie & Fitch	304	4.0%	1.9%
462	Mazda Motor Corp	MyMazda	361	8.5%	1.9%
1417	Signify NV	Philips Hue	299	17.5%	1.8%
87	DSW Inc	DSW Designer Shoe Warehouse	330	4.0%	1.7%
435	Autozone Inc	AutoZone - Auto Parts & Repair	292	10.7%	1.6%
155	JD Sports Fashion PLC	JD Sports: Exclusive rewards	359	3.5%	1.3%
120	General Motors Co	myChevrolet; myGMC	283	10.3%	1.1%
567	Procter & Gamble Co	Oral-B	339	13.0%	1.1%
458	Volkswagen AG	myVW; myAudi	371	2.1%	1.1%

10. AppStore Publishers USA - 2W Delta (2022-10-15, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
747	Comcast Corp	Xfinity	116	3.7%	14.5%
	Domino's Pizza LLC	Domino's Pizza USA	116	-2.3%	6.0%
432	American Airlines Group Inc	American Airlines	86	41.4%	4.8%
812	Capital One Financial Corp	Capital One Mobile	73	12.7%	3.6%
887	Expedia Inc	Expedia: Hotels, Flights & Car; Vrbo Vacation Rentals	89	51.9%	3.4%
	Lyft, Inc.	Lyft	51	-1.3%	3.3%
	Duolingo	Duolingo - Language Lessons	85	18.9%	3.0%
563	Bank of America Corp	Bank of America Mobile Banking	134	-4.7%	3.0%
	JPMorgan Chase & Co.	Chase Mobile®: Bank & Invest	80	3.9%	2.2%
	Parkmobile USA, Inc.	ParkMobile - Find Parking	82	50.0%	2.2%
	DoorDash, Inc.	DoorDash - Food Delivery; DoorDash - Dasher	24	-3.2%	2.2%
851	eBay Inc	eBay: The shopping marketplace	93	5.7%	2.1%
	WarnerMedia	HBO Max: Stream TV & Movies	54	-15.6%	1.8%
	Ticketmaster	Ticketmaster-Buy, Sell Tickets	23	13.0%	1.8%
321	United Continental Holdings Inc	United Airlines	107	26.1%	1.6%
320	Delta Air Lines Inc	Fly Delta	126	16.8%	1.6%
	Poshmark, Inc.	Poshmark: Buy & Sell Fashion	93	21.8%	1.6%

**11. Online Retail Amazon - 2W Delta (2022-10-17, 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>
528	Kraft Heinz Co	1150	38.6%	14.4%
1474	Caleres, Inc.	466	39.1%	8.1%
441	Bandai Namco Holdings Inc	551	19.0%	8.0%
601	H & R Block Inc	1221	41.6%	6.2%
26	Avon Products Inc	817	6.8%	5.6%
264	Techtronic Industries Co Ltd	2440	100.5%	5.4%
171	Luxottica Group SpA	1936	44.6%	4.2%
225	Samsonite International SA	1089	-9.1%	4.1%
956	Square Enix	911	3.2%	3.7%
16	Amazon.com Inc	30543	31.3%	3.6%

**12. Online Retail Walmart - 2W Delta (2022-10-17, 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>
959	Turtle Beach	951	7.0%	12.7%
537	Acer Inc	1347	66.7%	11.3%
127	SEB SA	1369	-6.9%	10.7%
274	VF Corp	4724	3.2%	9.8%
541	HP Inc	4303	8.7%	9.8%
14	Adidas AG	2394	40.7%	5.6%

**13. Online Retail Bestbuy - 2W Delta (2022-10-10, 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>
362	Casio Computer Co Ltd	1152	30.3%	12.6%
116	Garmin Ltd	2413	128.9%	6.2%
122	GoPro Inc	519	2.4%	5.2%

**14. Job Listings - 2W Delta (2022-10-17, 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>
3	NCSOFT Corp	212	100.0%	95%
1363	Rheinmetall AG	2065	100.0%	60%
894	Mid-America Apartment Communit	298	49.1%	50%
162	Kroger Co	12276	77.9%	47%
1247	Smiths Group PLC	330	69.2%	44%
1052	UniCredit SpA	530	100.0%	44%
1210	Commerzbank AG	727	20.2%	44%
993	Iberdrola SA	361	34.5%	41%
114	GameStop Corp	4694	35.2%	40%
1313	Securitas AB	6726	41.1%	38%
991	Safran SA	1170	68.7%	35%
1139	Dassault Aviation SA	386	80.2%	35%
1054	Thales SA	3540	58.1%	33%
321	United Continental Holdings In	311	38.4%	32%
1246	AB SKF	334	66.0%	32%
596	Bank of New York Mellon Corp	5585	100.0%	30%
119	Gerry Weber International AG	124	-22.4%	29%
46	Burlington Stores Inc	5689	18.1%	29%
1009	Orange SA	1293	42.9%	28%
952	B2W	268	-43.6%	28%
1155	Straumann Holding AG	663	71.6%	27%
976	Christian Dior SE	387	-9.1%	27%
81	DFS Furniture PLC	112	-30.4%	27%
375	Constellation Brands Inc	220	9.2%	26%
144	Husqvarna AB	204	15.2%	26%
907	Church & Dwight Co Inc	198	13.7%	25%
969	Novo Nordisk A/S	1261	95.4%	25%
1097	Danske Bank A/S	275	-15.6%	25%
1034	Fresenius SE & Co KGaA	326	-8.7%	24%
1101	Smith & Nephew PLC	768	48.4%	24%

**15. Employee Company Ratings - 2W Delta (2022-10-17, 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>
1010	Banco Bilbao Vizcaya Argentari	6695	-5.9%	10.2%	-7.4%	0.0%	Outlook
627	Cboe Global Markets Inc	223	1.0%	8.4%	0.7%	0.0%	Outlook
1063	Schindler Holding AG	1864	7.2%	3.4%	4.5%	0.0%	Rating
1333	DiaSorin SpA	210	1.7%	6.2%	0.6%	0.0%	Outlook
742	WEC Energy Group Inc	375	-0.7%	5.8%	0.2%	0.0%	Outlook
916	Alexion Pharmaceuticals Inc	876	1.0%	5.0%	1.8%	0.0%	Outlook