

ASTUTEX TRENDSPOTTING

April 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
Maytronics	Electronics company in Gwinnett County, Georgia	45.15	29.66	topics: Automated pool cleaner
XE	Foreign exchange company	42.92	13.35	topics: Samsung Galaxy A32 5G (2021)
WWE	Professional wrestling company	17.29	7.90	topics: Action figure; Steve Austin queries: pi day pizza deals; pi pizza deals
Stag Arms	Company	-19.23	7.64	topics: Receiver
NXT	WWE brand	-8.26	6.91	topics: Action figure; Steve Austin
DreamWorks Animation	Animation company	5.24	5.84	topics: The Bad Guys
Shoei	Company	0.43	4.05	queries: motorcycle helmets
Bell Sports, Inc.	Company	-5.98	2.18	queries: motorcycle helmets
Men's Wearhouse	Company	61.74	-4.32	topics: Suit; Sport coat queries: prom suit
JetBlue	Airline	73.81	-10.97	topics: Airline; Boston Logan International Airport; Hand luggage; Basic economy; Hopper
Legoland	Company	58.06	-15.24	topics: Amusement park

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
289	Wizz Air Holdings PLC	2022-04-11	260%	49%
317	Singapore Airlines Ltd	2022-04-11	194%	42%
886	Mosaic Co	2022-04-11	111%	30%
222	Royal Caribbean Cruises Ltd	2022-04-11	175%	28%
548	Chevron Corp	2022-04-11	50%	21%
585	Air Products and Chemicals Inc	2022-04-11	32%	19%
316	Korean Air Lines Co Ltd	2022-04-11	75%	19%
685	Newmont Mining Corp	2022-04-11	24%	11%
392	Accor SA	2022-04-11	108%	11%
129	Haier Electronics Group Co Ltd	2022-04-11	18%	9%
555	Phillips 66	2022-04-11	19%	7%
93	El Pollo Loco Holdings Inc	2022-04-11	11%	6%
480	Mastercard Inc	2022-04-11	27%	2%
554	Exxon Mobil Corp	2022-04-11	22%	2%
832	Valero Energy Corp	2022-04-11	27%	-2%
507	InterContinental Hotels Group	2022-04-11	49%	-3%
293	Wyndham Worldwide Corp	2022-04-11	24%	-5%

3. Google Trends Industries World - 2W Delta (2022-04-11, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Hand luggage	152.7%	8.2%	topics: Baggage;Bag;Size queries: carry on;55 cm to inches
Suitcase	40.6%	4.9%	topics: Baggage;Travel;Hand luggage;Model queries: suitcase; russian model suitcase;russian model found in suitcase; model found dead in suitcase
Unmanned aerial vehicle	7.5%	4.6%	topics: AeroVironment Switchblade;DJI;Camera; Zagreb queries: drone;zagreb;switchblade drone
Airline ticket	41.5%	4.4%	topics: Ticket;Airplane queries: uçak bileti;tickets;plane; ■■■■■■
Hiking shoes	-30.9%	4.0%	topics: Hiking;Boot;Bunion queries: hiking boots;hiking shoes
Retirement home	0.0%	3.9%	topics: Home;Retirement;Alors On Danse;Amenity; Voucher queries: senior housing;maison de retraite;retirement; jujutsu kaisen 0;trois fois rien;alors on danse
Financial services	7.1%	3.5%	topics: Finance;Service queries: financial;financial services; corebridge financial aig;matrix financial services
Payroll	12.2%	3.4%	topics: Tax;Payroll tax;Baltimore Orioles queries: payroll; braves 2022 payroll;cincinnati reds payroll; 2022 mlb payrolls by team
hiking apparel	-5.8%	3.1%	topics: Hiking;Clothing;used;Salomon;Hat queries: hiking clothes; hiking
Vehicle Insurance	-0.9%	3.1%	topics: Insurance queries: insurance;car insurance
Payment	-6.2%	2.9%	topics: Tax;Credit;Invoice queries: pay;payment

3. Google Trends Industries World - 2W Delta (2022-04-11, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Dress	25.4%	2.9%	topics: Clothing;Prom;Weddingqueries: dress;dresses; rachel zegler oscars dress; oscar dresses 2022 queries: queries: dress;oscar dresses 2022
Airport	64.3%	2.8%	topics: Flight;Car rental;International airport;Ted Cruz; Drug cartel;Cancun International Airport queries: airport; ted cruz airport montana;cartel cancun airport; cancun airport shooting
News	10.9%	2.8%	topics: Ukraine;Ukrainian language;Ukrainians; Mayim Bialik queries: news;will smith news; bruce johnson news anchor;freddie freeman news
Computer security	19.6%	2.8%	topics: Security;Okta queries: security;cyber;cyber security; okta security breach;brett johnson cybersecurity; walking dead actor moses j moseley
Accounting	4.2%	2.7%	topics: Accountant;Account;Tax queries: accounting; owner distribution is what kind of account
Heating, ventilation, and air	15.6%	2.7%	topics: Air conditioning queries: hvac; hvac ducting installation;hvac sanitizing
Heating Ventilation and AC	15.6%	2.7%	topics: Air conditioning queries: hvac; hvac ducting installation;hvac sanitizing
High-heeled shoe	38.6%	2.6%	topics: Shoes;Heel;Sandal queries: heels;hell in heels 20 20
Robotics	11.5%	2.6%	topics: Robot;Robots; Physical medicine and rehabilitation queries: robotics; 2018 robotik kodlama dünya birincisi; un pionnier de la robotique;robotska kosilica
Retail	0.5%	2.3%	topics: Lease;Wholesaling queries: retail; las vegas retail space for lease
Dialysis	2.2%	2.3%	topics: Hemodialysis queries: dialysis; how does peritoneal dialysis work;travel dialysis tech jobs

3. Google Trends Industries World - 2W Delta (2022-04-11, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Footwear	-11.9%	2.3%	topics: topics: Shoes;Tata Consultancy Services;Rowing; Apolla Performance Wearqueries: footwear; apolla performance footwear queries: queries: footwear; apolla performance footwear
Tax	0.8%	2.3%	topics: Tax report;Income;Property; Filename extension queries: tax;maryland gas tax
Social media	7.6%	2.1%	topics: Media queries: social media;social; elon musk social media platform;thotsbay;oberlin college

4. Google Trends Industries USA - 2W Delta (2022-04-11, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
News	12.2%	7.0%	topics: Ukraine;Ukrainian language;Ukrainians; Mayim Bialik queries: news;will smith news; bruce johnson news anchor;freddie freeman news
Social media	5.9%	6.7%	topics: Media queries: social media;social; elon musk social media platform;thotsbay;oberlin college
Unmanned aerial vehicle	7.5%	4.8%	topics: AeroVironment Switchblade;DJI;Camera; Zagreb queries: drone;zagreb;switchblade drone
Robotics	24.2%	4.5%	topics: Robot;Robots; Physical medicine and rehabilitation queries: robotics; 2018 robotik kodlama dünya birincisi; un pionnier de la robotique;robotaska kosilica
Board game	-1.9%	4.3%	topics: Game queries: board game;board;game board; board game bar grand rapids;fire in the hole board game; gioco da tavolo che simula guerre
Vehicle Insurance	-1.9%	4.2%	topics: Insurance queries: insurance;car insurance
Bank	-4.5%	3.7%	topics: Online banking;U.S. Bank Branch; U.S. Bancorp queries: bank;dior banks
Payment	-30.8%	3.7%	topics: Tax;Credit;Invoice queries: pay;payment
Online Banking	-20.4%	3.4%	topics: Bank queries: online banking; fnb online banking login mobile
Career	19.0%	3.3%	topics: Job queries: careers;will smith career over; chase daniel career earnings
Dialysis	8.8%	2.9%	topics: Hemodialysis queries: dialysis; how does peritoneal dialysis work;travel dialysis tech jobs

4. Google Trends Industries USA - 2W Delta (2022-04-11, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Computer security	17.3%	2.9%	topics: Security;Oktaqueries: security;cyber; cyber security;okta security breach; brett johnson cybersecurity; walking dead actor moses j moseley queries: queries: securit; walking dead actor moses j moseley
Accounting	5.0%	2.8%	topics: Accountant;Account;Tax queries: accounting; owner distribution is what kind of account
Coffeemaker	5.1%	2.4%	topics: Coffee queries: coffee maker;coffee; ambiano coffee maker
Application programming interface	18.3%	2.3%	topics: Representational state transfer queries: api; pluralsight;greatvalves.fr robinet à soupape api 602; fabric api 1.18.2
Video	-4.1%	2.3%	topics: Music video;High-definition video;TikTok;ICON Park; Free fall;Drop tower queries: video;videos; will smith chris rock video; 14 year old dies at icon park video;tyre sampson video
Money	-3.7%	2.2%	topics: Money order;Account;Cash App queries: money; miami open prize money;indian wells prize money
Marketing	15.8%	2.2%	topics: Digital marketing queries: marketing; super affiliate bizleads automation summit; online marketing technique crossword
Credit card	10.7%	2.2%	topics: Credit queries: credit card
Food processor	-18.8%	2.1%	topics: Food;OXO;Tahini queries: food processor; bosch küchenmaschine mum54a00;miyako food processor
Physical fitness	-5.0%	2.0%	topics: Gym;Exercise;Fitness center;The Young and the Restless; Madeleine Albright;Hillsong Church queries: fitness; army combat fitness test leg tuck; pastor brian houston hillsong church;male contraceptive pills
Retail	-5.0%	2.0%	topics: Lease;Wholesaling queries: retail; las vegas retail space for lease

4. Google Trends Industries USA - 2W Delta (2022-04-11, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Investment	-18.6%	2.0%	topics: topics: Stock;Bank;Real Estatequeries: investment; elon musk twitter investment;yield curve inversion 2022; bear investment bank queries: queries: investment; bear investment bank
Application software	10.7%	2.0%	topics: Mobile app;Passport queries: application; breathe program application; simontox app 2021 apk download latest versi baru; la county breathe program application
Job	13.8%	1.9%	topics: Indeed;Recruitment queries: jobs

5. Website Traffic - 2W Delta (2022-04-09, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
487	Raia Drogasil SA	3.416307	164%	98%
289	Wizz Air Holdings PLC	18.386307	286%	81%
329	Sega Sammy Holdings Inc	3.979153	121%	62%
201	OVS SpA	2.148090	184%	46%
81	DFS Furniture PLC	1.440230	36%	36%
246	Tallink Grupp AS	1.667923	174%	33%
127	SEB SA	1.004076	33%	32%
671	Charter Communications Inc	1.594615	60%	30%
935	Centene Corp	1.435000	47%	25%
670	Eli Lilly and Co	1.980307	40%	24%
27	B&M European Value Retail SA	2.022000	23%	24%
429	AirAsia Bhd	14.995923	41%	21%
681	Motorola Solutions Inc	2.792230	38%	21%
337	Netmarble Games Corp	7.271692	56%	21%
257	Tobii AB	1.609615	23%	21%
446	PostNL NV	10.302615	45%	18%
603	Bristol-Myers Squibb Co	2.068538	32%	18%
207	Pets at Home Group PLC	2.587153	37%	16%
292	World Wrestling Entertainment	17.849461	7%	15%
577	American International Group I	4.073461	40%	15%
875	Ameriprise Financial Inc	6.424538	11%	14%
714	Schlumberger NV	7.838538	43%	14%
6	Guess? Inc	5.555307	26%	12%
358	Molson Coors Brewing Co	1.020384	-34%	12%
247	Technogym SpA	1.642076	1%	11%
335	Dassault Systemes SE	7.352307	24%	11%
814	NetApp Inc	8.667153	47%	11%
469	Sapporo Holdings Ltd	1.751363	33%	10%
383	BGF Co Ltd	1.031200	97%	10%
225	Samsonite International SA	2.028692	69%	10%
526	General Mills Inc	10.312923	4%	9%
43	Buckle Inc	1.725692	3%	9%
869	Philip Morris International In	1.306538	-27%	9%
594	Avery Dennison Corp	1.070846	-15%	9%
881	Intercontinental Exchange Inc	3.590692	16%	8%

5. Website Traffic - 2W Delta (2022-04-09, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
930	United Rentals Inc	1.441000	-5%	8%
624	Deere & Co	5.268769	-18%	7%
475	Sharp Corp	4.966615	33%	7%
743	Xerox Corp	7.393307	15%	7%
774	Qualcomm Inc	9.382384	22%	7%
141	Howden Joinery Group PLC	1.228750	114%	7%
258	TomTom NV	6.232153	26%	6%
398	Wal Mart de Mexico SAB de CV	4.605769	26%	6%
891	TE Connectivity Ltd	3.375615	-16%	6%
51	Camping World Holdings Inc	5.707692	-4%	5%
330	Auto Trader Group PLC	25.581923	4%	5%

6. Wikipedia - 2W Delta (2022-04-11, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
441	Bandai Namco Holdings Inc	en.wikipedia.org/wiki/Bandai_Namco_Entertainment	3559	73.2%	23.6%
1112	The Swatch Group AG	en.wikipedia.org/wiki/The_Swatch_Group	3894	28.3%	15.8%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Advance_Publications	5808	44.1%	14.3%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	198663	77.1%	13.9%
16	Amazon.com Inc	en.wikipedia.org/wiki/Fire_OS	54787	35.1%	11.9%
576	Citigroup Inc	en.wikipedia.org/wiki/CVC_Capital_Partners	6375	26.8%	11.2%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	7091	61.1%	10.9%
997	Electricite de France SA	en.wikipedia.org/wiki/Hinkley_Point_C_nuclear_power_station	2869	51.2%	10.7%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	3017	-2.2%	10.0%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	3991	84.2%	9.2%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	4538	106.9%	8.8%
169	Lululemon Athletica Inc	en.wikipedia.org/wiki/Lululemon_murder	2687	2.9%	8.4%
881	Intercontinental Exchange Inc	en.wikipedia.org/wiki/Kelly_Loeffler	6665	-63.1%	8.3%
161	Kering SA	en.wikipedia.org/wiki/Balenciaga	29777	135.7%	8.3%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	40116	37.7%	8.1%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	3982	23.2%	7.8%
310	Deutsche Lufthansa AG	en.wikipedia.org/wiki/Condor_(airline)	8087	25.0%	7.7%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	3912	19.8%	7.7%
292	World Wrestling Entertainment	en.wikipedia.org/wiki/WWE	16502	-1.1%	7.6%
887	Expedia Inc	en.wikipedia.org/wiki/Expedia_Group	3447	41.5%	7.5%
1054	Thales SA	en.wikipedia.org/wiki/Thales_Group	2585	22.1%	7.1%
443	FedEx Corp	en.wikipedia.org/wiki/FedEx	5141	20.8%	7.0%
545	Boeing Co	en.wikipedia.org/wiki/Boeing	14745	54.5%	7.0%
311	International Consolidated Air	en.wikipedia.org/wiki/British_Airways	4128	24.0%	7.0%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	3045	39.9%	6.9%
568	AT&T Inc	en.wikipedia.org/wiki/AT%26T	2931	-17.1%	6.8%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft	13222	22.0%	6.0%
305	Restaurant Brands Internationa	en.wikipedia.org/wiki/Burger_King_(Mattoon%2C_Illinois)	8365	-5.3%	5.9%
194	NVIDIA Corp	en.wikipedia.org/wiki/Nvidia	6380	3.7%	5.6%
352	Ferrari NV	en.wikipedia.org/wiki/Ford_v_Ferrari	8596	-29.7%	5.3%

6. Wikipedia - 2W Delta (2022-04-11, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
698	PG&E Corp	en.wikipedia.org/wiki/Erin_Brockovich	6955	-26.7%	5.3%
812	Capital One Financial Corp	en.wikipedia.org/wiki/Capital_One	3191	40.5%	5.1%
329	Sega Sammy Holdings Inc	en.wikipedia.org/wiki/Sega	5161	1.9%	5.1%
372	Pernod Ricard SA	en.wikipedia.org/wiki/Stolichnaya	10663	7.9%	5.0%

7. Wikipedia Pages- 2W Delta (2022-04-09, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
16	Amazon.com Inc	en.wikipedia.org/wiki/Fire_OS	67317	585%	276%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	250937	251%	92%
		en.wikipedia.org/wiki/Shen_Yun	12688	366%	79%
		en.wikipedia.org/wiki/Theranos	179556	470%	70%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Advance_Publications	24325	121%	48%
		en.wikipedia.org/wiki/Skyscanner	18229	269%	33%
		en.wikipedia.org/wiki/Warner_Bros._Pictures	34338	67%	29%
		en.wikipedia.org/wiki/Columbia_Pictures	45638	192%	28%
289	Wizz Air Holdings PLC	en.wikipedia.org/wiki/Wizz_Air	13038	117%	19%
666	Oracle Corp	en.wikipedia.org/wiki/Larry_Ellison	29056	46%	19%
		en.wikipedia.org/wiki/All_Elite_Wrestling	78625	30%	16%
		en.wikipedia.org/wiki/AnyDesk	42069	37%	16%
391	Electronic Arts Inc	en.wikipedia.org/wiki/Electronic_Arts	20373	32%	15%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_3	29554	20%	14%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Discovery%2C_Inc.	27543	30%	14%
179	Capri Holdings Limited	en.wikipedia.org/wiki/Donatella_Versace	38671	26%	14%
443	FedEx Corp	en.wikipedia.org/wiki/FedEx	13546	9%	14%
999	Vodafone Group PLC	en.wikipedia.org/wiki/SoftBank_Group	12147	22%	14%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	23998	134%	12%
213	Booking Holdings Inc.	en.wikipedia.org/wiki/Booking.com	14816	150%	12%
859	Alphabet Inc	en.wikipedia.org/wiki/Google	320119	63%	12%
		en.wikipedia.org/wiki/WarnerMedia	45210	33%	12%
98	Etsy Inc	en.wikipedia.org/wiki/Etsy	19122	7%	11%
		en.wikipedia.org/wiki/Infosys	48586	56%	11%
329	Sega Sammy Holdings Inc	en.wikipedia.org/wiki/Sega	22592	14%	11%
866	BlackRock Inc	en.wikipedia.org/wiki/BlackRock	55452	76%	11%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	233704	61%	11%
292	World Wrestling Entertainment	en.wikipedia.org/wiki/WWE	93063	5%	10%
955	Take Two Interactive	en.wikipedia.org/wiki/Rockstar_Games	19407	7%	10%
		en.wikipedia.org/wiki/The_Vanguard_Group	34832	67%	9%
		en.wikipedia.org/wiki/MakeMyTrip	13256	127%	9%
		en.wikipedia.org/wiki/Credit_card	21163	32%	9%
		en.wikipedia.org/wiki/PSV_Eindhoven	18070	7%	9%

7. Wikipedia Pages- 2W Delta (2022-04-09, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Google_Play	37996	11%	9%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_2	25931	8%	9%
		en.wikipedia.org/wiki/HDFC_Bank	49139	30%	9%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	27491	41%	9%
		en.wikipedia.org/wiki/Chrome_Web_Store	13747	36%	8%
		en.wikipedia.org/wiki/Indeed	18056	106%	7%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_Maps	122587	141%	7%
551	Walt Disney Co	en.wikipedia.org/wiki/The_Walt_Disney_Company	59663	14%	5%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	700811	75%	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 (2022-04-09, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
98	Etsy Inc	Etsy: Custom & Creative Goods	91	26.7%	5.4%
325	Tencent	JOOX Music	337	11.2%	3.7%
574	Microsoft Corp	Microsoft Outlook; Microsoft Teams; Xbox	133	2.5%	3.1%
424	Samsung Electronics Co Ltd	Samsung Health	278	11.4%	1.9%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club; Vudu - Movies & TV	199	3.5%	1.9%
1477	Twitter Inc	Twitter	23	8.9%	1.7%
227	SeaWorld Entertainment Inc	Busch Gardens; SeaWorld	312	11.4%	1.6%
479	Western Union Co	Western Union®: Money Transfer	233	0.3%	1.2%
430	Turk Hava Yollari AO	Turkish Airlines: Book Flights	377	4.6%	1.1%
435	Autozone Inc	AutoZone - Auto Parts & Repair	302	5.2%	1.0%
893	Discover Financial Services	Discover Mobile	220	2.8%	0.9%

10. AppStore Publishers USA - 2W Delta (2022-04-09, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Ticketmaster	Ticketmaster-Buy, Sell Tickets	62	11.7%	28.4%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club	42	10.6%	16.4%
	Telegram FZ-LLC	Telegram Messenger	31	20.6%	8.7%
	Fetch Rewards	Fetch Rewards	94	-4.1%	5.5%
98	Etsy Inc	Etsy: Custom & Creative Goods	91	26.7%	5.4%
	Musi Inc.	Musi - Simple Music Streaming	90	6.8%	3.7%
	Credit Karma, Inc.	Credit Karma	89	3.7%	3.7%
	Duolingo	Duolingo - Language Lessons	93	40.4%	3.7%
	Chick-fil-A, Inc.	Chick-fil-A	127	-18.5%	3.6%

11. Online Retail Amazon - 2W Delta (2022-04-11, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
189	Nike Inc	1353	-12.7%	12.0%
520	Glanbia PLC	3806	141.2%	11.6%
1474	Caleres, Inc.	347	-6.7%	9.3%
134	Herbalife Ltd	766	30.5%	5.4%
20	Apple Inc	694	69.3%	5.0%
106	Fitbit Inc	1932	15.6%	4.4%
416	Beiersdorf AG	835	4.9%	4.2%
173	Makita Corp	961	-4.8%	4.1%
903	Seagate Technology PLC	805	-14.0%	3.9%
130	HanesBrands Inc	9103	-11.6%	3.5%
390	Nintendo Co Ltd	5866	8.8%	3.0%

12. Online Retail Walmart - 2W Delta (2022-04-11, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
212	Prada SpA	449	335.9%	47.6%
5	Puma SE	595	216.5%	47.3%
290	Wolverine World Wide Inc	597	177.7%	24.9%
525	Campbell Soup Co	580	35.5%	24.7%
238	Starbucks Corp	1243	99.8%	23.7%
663	Kimberly-Clark Corp	1132	405.4%	22.3%
171	Luxottica Group SpA	1277	67.8%	17.4%
216	Ralph Lauren Corp	232	7.9%	11.3%
600	Berkshire Hathaway Inc	3533	-3.8%	11.1%
457	Goodyear Tire & Rubber Co	2838	-7.4%	11.1%
534	Estee Lauder Companies Inc	4015	100.0%	10.1%
328	Yamaha Corp	958	55.5%	9.1%
264	Techtronic Industries Co Ltd	739	25.9%	8.0%
132	Hasbro Inc	5391	1.7%	7.6%
283	Whirlpool Corp	3279	7.2%	6.8%

13. Online Retail Bestbuy - 2W Delta (2022-04-11, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
441	Bandai Namco Holdings Inc	230	96.6%	13.4%
328	Yamaha Corp	2116	-2.5%	6.5%
519	Nestle SA	697	-44.4%	4.3%

14. Job Listings - 2W Delta (2022-04-11, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
1034	Fresenius SE & Co KGaA	570	100.0%	129%
988	Glencore PLC	337	100.0%	97%
882	Fidelity National Information	5930	100.0%	75%
1232	Carl Zeiss Meditec AG	1288	78.0%	71%
1162	Yara International ASA	259	44.1%	67%
496	Koninklijke Ahold Delhaize NV	8929	86.9%	64%
1166	Stora Enso Oyj	275	100.0%	63%
620	Corning Inc	1715	77.2%	54%
164	L Brands Inc	5229	16.2%	51%
1021	Nokia Oyj	2199	50.2%	50%
540	Logitech International SA	431	-16.2%	49%
252	Finish Line Inc	1752	74.9%	48%
989	Bayerische Motoren Werke AG	1375	82.4%	47%
992	Lloyds Banking Group PLC	228	76.9%	47%
682	Murphy Oil Corp	1716	100.0%	45%
868	Nasdaq Inc	314	100.0%	43%
45	Burberry Group PLC	324	69.6%	43%
360	Dixons Carphone PLC	272	100.0%	42%
604	Fortune Brands Home & Security	253	-44.0%	40%
1258	Barratt Developments PLC	213	87.5%	40%
1442	Software AG	226	45.1%	39%
1210	Commerzbank AG	596	100.0%	39%
1055	E.ON SE	561	50.8%	37%
1227	Adecco Group AG	112090	93.2%	35%
1101	Smith & Nephew PLC	763	53.2%	35%
805	Eastman Chemical Co	362	88.8%	29%
126	Korian SA	2738	82.5%	29%
76	Ross Stores Inc	6781	31.3%	29%
800	Equity Residential	173	51.1%	29%
730	Total System Services Inc	200	-43.7%	28%

15. Employee Company Ratings - 2W Delta (2022-04-11, 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
1063	Schindler Holding AG	1659	0.8%	16.0%	6.1%		Outlook
757	Celgene Corp	891	-0.5%	4.8%	0.8%	9.2%	CEO Rating
1109	CNP Assurances SA	231	-0.5%	-0.8%	0.3%	7.4%	CEO Rating
64	Citrix Systems Inc	4521	1.0%	2.8%	0.7%	6.8%	CEO Rating
1053	WFD Unibail Rodamco NV	363	1.7%	1.2%	1.1%	6.1%	CEO Rating
461	Subaru Corp	248	0.8%	6.0%	1.2%	-4.4%	Outlook
606	Kansas City Southern	221	1.9%	6.0%	1.9%		Outlook
1318	voestalpine AG	306	0.6%	3.2%	1.6%	6.0%	CEO Rating
858	Devon Energy Corp	1005	0.0%	1.6%	0.0%	5.6%	CEO Rating
1321	Rockwool International A/S	334	1.0%	5.6%	-0.2%		Outlook
3	NCSOFT Corp	297	1.7%	5.6%	4.6%		Outlook
1420	Rotork PLC	231	0.8%	2.4%	1.1%	5.2%	CEO Rating