

# **ASTUTEX TRENDSPOTTING**

**February 28, 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
TPG	Telephone service company	425.00	111.67	topics: TurboTax;Tax refund; Transcript queries: get my refund; my tax refund;tax refund status
Dixon Hughes Goodman	Company	92.44	47.72	queries: accounting firm
Convoy	Company	39.77	31.61	queries: canada news
NBC	Television broadcasting company	17.56	18.51	topics: Streaming media;Super Bowl I; Bowl game;Super Bowl; Olympic sports queries: nbc super bowl; live stream super bowl 2022; superbowl stream free; super bowl live stream free; stream super bowl 2022 free
Pakistan Stock Exchange	Stock exchange company	16.78	10.65	topics: Axolotl
Hopper	Company	146.72	8.73	topics: Spirit Airlines;Google Flights; Expedia;Airline queries: spirit airlines; expedia travel;cheap airline tickets
Bergdorf Goodman	Department store company	32.10	7.93	topics: Undergarment
ID.me	Company	17.57	7.38	topics: Transcript queries: irs customer; irs customer service number; irs get my payment;state tax refund; economic impact payment
DraftKings	Sports betting company	-3.01	4.88	topics: Sports betting;Proposition bet; Discounts and allowances; Super Bowl Most Valuable Player Award qu; super bowl prop bets; 2022 super bowl prop bets; super bowl 2022 bets
FanDuel	Company	10.84	4.76	topics: Sports betting;Proposition bet; Discounts and allowances queries: super ; super bowl prop bets;super bowl 2022 bets
Waste Management	Waste management company	14.77	3.78	topics: Prize money
W. Grainger	Company	12.50	2.39	topics: Circuit breaker
Seasons 52	Restaurant company	76.85	-6.13	queries: romantic restaurants

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

Company Name	Type	Pop. growth	Growth change	Related topics
Santa Barbara Tax Products Group	Financial services company	131.65	-29.89	topics: TurboTax; Transcript; Tax refund queries: irs tax refund; my tax refund; tax refund status; get my refund; irs customer service queries: i; irs customer service
Avelo Airlines	Airline	3208.70	-1078.80	topics: Airline

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
614	CMS Energy Corp	2022-02-28	79%	72%
55	Carnival Corp	2022-02-28	116%	64%
858	Devon Energy Corp	2022-02-28	87%	48%
691	Northrop Grumman Corp	2022-02-28	48%	38%
647	Halliburton Co	2022-02-28	18%	13%
279	Webjet Ltd	2022-02-28	50%	13%
494	FamilyMart UNY Holdings Co Ltd	2022-02-28	31%	12%
430	Turk Hava Yollari AO	2022-02-28	76%	11%
452	Synopsys Inc	2022-02-28	10%	10%
784	Waste Management Inc	2022-02-28	24%	7%
887	Expedia Inc	2022-02-28	65%	7%
646	W W Grainger Inc	2022-02-28	21%	6%
678	S&P Global Inc	2022-02-28	48%	5%
868	Nasdaq Inc	2022-02-28	23%	1%
776	IDEXX Laboratories Inc	2022-02-28	10%	-5%

### 3. Google Trends Industries World - 2W Delta (2022-02-28, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cruise	85.7%	8.7%	topics: Cruise ship;Ship;Boil-water advisory;Austin Water; Ice floe queries: cruise;cruise ship;cruise ships; cruise ships seized;bahamas cruise ships seized; woman jumps off cruise ship
Sony PlayStation	-31.0%	6.9%	topics: PlayStation 5;PlayStation 4;Shifu; Bungie Inc queries: playstation;playstation treat codes; playstation plus march 2022;playstation buys bungie
News	-3.6%	5.9%	topics: Ukraine;Ukrainian language;Russia queries: news; jaden smith news;ukraine news live;latest news on ukraine
Stock market	-5.1%	4.1%	topics: Market;Stock;Russian ruble;Washington's Birthday; Moscow Exchange queries: stock market;stock;market; stock market open on presidents day; is stock market open on presidents day; is the stock market open on presidents day
Airline	50.1%	3.2%	topics: Frontier;Frontier Airlines;Flight; Mergers and acquisitions queries: airlines; frontier airlines spirit airlines merger; malaysian airlines flight mh370; josh neuman plane crash iceland
Ferry	25.2%	2.9%	topics: Island;Hamburg queries: ferry;hamburg ferry wave; greek ferry fire;anacortes ferry reservations
Streetwear	1.2%	2.7%	topics: Clothing;Brand;Cardigan;nevstudio; GOAT queries: streetwear;nevstudio streetwear
Playstation 4	-31.0%	2.7%	topics: Sony PlayStation 4;Dying Light 2;Sifu; Elden Ring queries: ps4;ps4 update 9.04;sifu game; elden ring ps4 performance
Social media	7.0%	2.5%	topics: Media;Truth;Mobile app queries: social media;social; do it for the social media catchphrase; social media star addison;truth social logo
Workflow	26.6%	2.4%	topics: Management;Workflow management system;Sequence;Session; System integration queries: workflow
Airport	55.4%	2.4%	topics: Flight;Car rental; International airport queries: airport;hostomel airport; midway airport flight cancellations;kyiv airport



### 3. Google Trends Industries World - 2W Delta (2022-02-28, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Xbox	-23.3%	1.6%	topics: topics: Xbox One;Xbox Series X and Series S;Xbox;Shifu; Sifu;Dying Light 2queries: xbox;xbox party chat down;sifu; sifu xbox queries: queries: xbox;sifu xbox
Vacation rental	58.2%	1.5%	topics: Rent;Vacation queries: ferienwohnung;vacation; vacation rentals;rosemary beach cottage rental
Payroll	7.6%	1.5%	topics: Tax;Payroll tax queries: payroll; owner distribution is a blank account; payroll system for small business;rutgers hourly payroll



#### 4. Google Trends Industries USA - 2W Delta (2022-02-28, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Social media	-0.2%	10.7%	topics: Media;Truth;Mobile app queries: social media;social; do it for the social media catchphrase; social media star addison;truth social logo
Cruise	115.8%	9.2%	topics: Cruise ship;Ship;Boil-water advisory;Austin Water; Ice floe queries: cruise;cruise ship;cruise ships; cruise ships seized;bahamas cruise ships seized; woman jumps off cruise ship
News	-9.7%	7.2%	topics: Ukraine;Ukrainian language;Russia queries: news; jaden smith news;ukraine news live;latest news on ukraine
Sony PlayStation	-37.0%	5.8%	topics: PlayStation 5;PlayStation 4;Shifu; Bungie Inc queries: playstation;playstation treat codes; playstation plus march 2022;playstation buys bungie
Athleisure	12.7%	4.1%	topics: Clothing;Woman;Cheerleading;Cheerleading Shoe; Women's Sneaker queries: athleisure
Stock market	-17.4%	3.7%	topics: Market;Stock;Russian ruble;Washington's Birthday; Moscow Exchange queries: stock market;stock;market; stock market open on presidents day; is stock market open on presidents day; is the stock market open on presidents day
Online shopping	-10.6%	2.7%	topics: Shopping queries: shopping;online shopping; goodwill.com online shopping;samsclub.com online shopping; costco online shopping for members
Computer security	9.5%	2.4%	topics: Security queries: security; security alerts at a boxing match;t mobile security breach; security alerts at a boxing match nyt
Streetwear	-2.9%	2.3%	topics: Clothing;Brand;Cardigan;nevstudio; GOAT queries: streetwear;nevstudio streetwear
Playstation 4	-30.4%	2.1%	topics: Sony PlayStation 4;Dying Light 2;Sifu; Elden Ring queries: ps4;ps4 update 9.04;sifu game; elden ring ps4 performance
Home appliance	2.5%	2.1%	topics: Home warranty;Home repair;Warranty; Business loan queries: appliance;appliances; commercial loan truerate services; presidents day appliance sale; presidents day appliance sales 2022

#### 4. Google Trends Industries USA - 2W Delta (2022-02-28, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Financial services	9.9%	2.1%	topics: Finance;Servicequeries: financial services;tdameritrade;verizon financial services telephone number;ally financial v haskins settlementqueries: queries: financ;ally financial v haskins settlement
Newspaper	1.4%	1.8%	topics: Daily Mailqueries: daily
Magazine	-13.5%	1.7%	topics: Peoplequeries: magazine;manhattan magazine anna delvey;jessica pressler;anna delvey new york magazine
Enterprise Resource Planning	8.2%	1.7%	topics: System;Software;Medical devicequeries: erp
Sports betting	15.3%	1.6%	topics: Sports;Super Bowl;National anthem;Anthem;The Gatorade Companyqueries: betting;super bowl over under;fun super bowl prop bets;prop bets for super bowl 2022
Watch	1.4%	1.6%	topics: Apple Watch;Super Bowl Iqueries: watch;watch superbowl free;watch superbowl online
Watches	1.4%	1.6%	topics: Apple Watch;Super Bowl Iqueries: watch;watch superbowl free;watch superbowl online
TV	-11.5%	1.6%	topics: Television;Samsung;Smart TVqueries: tv;severance apple tv ben stiller;apple tv suspicion;suspicion
Career	11.6%	1.6%	topics: Jobqueries: careers
Health care	3.3%	1.5%	topics: Healthqueries: healthcare;healthcare consultants salary
GPS Navigation device	-5.1%	1.5%	topics: Global Positioning System;MediaTekqueries: gps

#### 4. Google Trends Industries USA - 2W Delta (2022-02-28, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Video games	-2.8%	1.4%	topics: topics: Game;Bungie Incqueries: games; bungie games sony;bungie games queries: queries: games; bungie games
Video game	-2.8%	1.4%	topics: Game;Bungie Inc queries: games;bungie games sony; bungie games
Energy Drink	22.5%	1.4%	topics: Drink queries: energy drink;energy; ghost energy drink flavors;12 energy drinks in 10 minutes; are ghost energy drinks bad for you

## 5. Website Traffic - 2W Delta (2022-02-26, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
508	Coway Co Ltd	1.355615	252%	75%
456	Hankook Tire Co Ltd	1.185916	182%	62%
308	Air China Ltd	5.635846	140%	58%
298	Tokmanni Group Oyj	5.260153	133%	45%
127	SEB SA	1.184307	26%	38%
289	Wizz Air Holdings PLC	11.883923	141%	33%
324	Vipshop Holdings Ltd	20.301230	5%	27%
257	Tobii AB	1.371307	1%	27%
357	Heineken NV	1.200230	73%	26%
469	Sapporo Holdings Ltd	1.785888	13%	26%
145	Illumina Inc	2.243538	40%	25%
186	Mulberry Group PLC	1.238923	4%	22%
554	Exxon Mobil Corp	3.220153	25%	21%
30	Basic Fit NV	2.082307	173%	21%
503	Konami Holdings Corp	2.357076	31%	20%
329	Sega Sammy Holdings Inc	2.757461	13%	20%
444	Bpost SA	2.978384	11%	20%
826	American Tower Corp	1.451923	132%	19%
620	Corning Inc	1.994692	18%	17%
603	Bristol-Myers Squibb Co	2.058153	4%	17%
441	Bandai Namco Holdings Inc	1.735384	-24%	17%
671	Charter Communications Inc	1.182692	15%	16%
766	Gilead Sciences Inc	1.056307	-36%	16%
195	Ocado Group PLC	3.882076	-28%	16%
714	Schlumberger NV	5.802153	12%	16%
142	HubSpot Inc	149.236076	82%	15%
89	Dunelm Group PLC	4.388692	-10%	15%
91	Electrolux AB	3.103000	-9%	15%
313	Cathay Pacific Airways Ltd	8.247307	80%	13%
318	China Airlines Ltd	2.135923	-20%	13%
663	Kimberly-Clark Corp	1.123384	4%	12%
787	Xilinx Inc	3.115923	-34%	12%
55	Carnival Corp	8.358000	131%	11%
959	Turtle Beach	2.049846	-27%	11%
317	Singapore Airlines Ltd	17.834769	235%	11%

## 5. Website Traffic - 2W Delta (2022-02-26, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
929	Facebook Inc	10178.568076	14%	10%
407	Kikkoman Corp	3.667615	-19%	10%
452	Synopsys Inc	6.686615	43%	9%
844	ANSYS Inc	3.498461	1%	9%
506	TUI AG	3.633076	81%	9%
363	Sony Corp	158.808769	-30%	9%
408	Nissin Foods Holdings Co Ltd	1.709454	18%	9%
867	DTE Energy Co	2.718538	12%	9%
726	Texas Instruments Inc	13.473000	-3%	9%
491	Kesko Oyj	6.808461	40%	9%
418	Shiseido Co Ltd	4.348769	8%	9%
546	Caterpillar Inc	5.862230	-6%	8%
414	Mondelez International Inc	1.057692	16%	8%
192	Nutanix Inc	4.262076	15%	8%
259	Tractor Supply Co	13.351153	-8%	8%
484	Diageo PLC	1.351923	36%	8%
463	Kia Motors Corp	30.157230	29%	8%
502	Ubisoft Entertainment SA	38.919461	-26%	7%
728	Thermo Fisher Scientific Inc	12.860615	-9%	7%
545	Boeing Co	4.722384	-9%	7%
401	Yamaha Motor Co Ltd	5.383307	29%	6%
536	Monster Beverage Corp	1.394153	9%	6%
335	Dassault Systemes SE	5.900846	5%	6%
376	Sundrug Co Ltd	1.073000	45%	6%
381	Seven & i Holdings Co Ltd	6.696692	-15%	6%
429	AirAsia Bhd	12.574923	2%	6%
337	Netmarble Games Corp	5.349153	3%	5%

## 6. Wikipedia - 2W Delta (2022-02-28, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
1169	Uniper SE	en.wikipedia.org/wiki/Nord_Stream	4924	295.8%	119.4%
377	CVS Health Corp	en.wikipedia.org/wiki/CVS_Pharmacy	2366	-7.0%	17.7%
441	Bandai Namco Holdings Inc	en.wikipedia.org/wiki/Bandai_Namco_Entertainment	2738	12.9%	17.2%
973	Airbus SE	en.wikipedia.org/wiki/Airbus	3936	28.9%	16.8%
545	Boeing Co	en.wikipedia.org/wiki/Boeing	11359	16.2%	15.5%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	3877	81.2%	12.2%
423	PepsiCo Inc	en.wikipedia.org/wiki/Uncle_Drew	7706	-22.8%	12.1%
798	Allstate Corp	en.wikipedia.org/wiki/Dennis_Haysbert	2986	-5.5%	11.8%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	186045	37.1%	10.0%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Fox_News	12190	-14.2%	9.9%
317	Singapore Airlines Ltd	en.wikipedia.org/wiki/Vistara	4799	26.8%	9.8%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	3366	-6.6%	9.7%
306	Qantas Airways Ltd	en.wikipedia.org/wiki/Qantas	3873	18.0%	9.4%
430	Turk Hava Yollari AO	en.wikipedia.org/wiki/Turkish_Airlines	2579	49.8%	9.4%
274	VF Corp	en.wikipedia.org/wiki/VF_Corporation	3658	9.1%	9.3%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	2314	10.6%	8.3%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_3	28740	-9.7%	8.1%
576	Citigroup Inc	en.wikipedia.org/wiki/CVC_Capital_Partners	5387	6.3%	7.8%
607	Advanced Micro Devices Inc	en.wikipedia.org/wiki/Advanced_Micro_Devices	3135	-12.3%	7.8%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Black_Ops_Cold_War	72914	-18.5%	7.4%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2916	-27.0%	7.4%
1009	Orange SA	en.wikipedia.org/wiki/EE_Limited	4808	14.3%	6.6%
429	AirAsia Bhd	en.wikipedia.org/wiki/AirAsia	3711	9.0%	6.6%
934	News Corp	en.wikipedia.org/wiki/Biden%E2%80%93Ukraine_conspiracy_theory	10966	-16.4%	6.5%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	37704	21.3%	5.9%
574	Microsoft Corp	en.wikipedia.org/wiki/Microsoft	13386	6.5%	5.4%

## 7. Wikipedia Pages- 2W Delta (2022-02-26, 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/Emcure_Pharmaceuticals">en.wikipedia.org/wiki/Emcure_Pharmaceuticals</a>	27254	4,642%	964%
1169	Uniper SE	<a href="https://en.wikipedia.org/wiki/Nord_Stream">en.wikipedia.org/wiki/Nord_Stream</a>	302423	732%	389%
2	Mattel Inc	<a href="https://en.wikipedia.org/wiki/Mattel">en.wikipedia.org/wiki/Mattel</a>	40362	421%	76%
545	Boeing Co	<a href="https://en.wikipedia.org/wiki/Boeing">en.wikipedia.org/wiki/Boeing</a>	93811	65%	53%
16	Amazon.com Inc	<a href="https://en.wikipedia.org/wiki/Fire_OS">en.wikipedia.org/wiki/Fire_OS</a>	69712	110%	44%
		<a href="https://en.wikipedia.org/wiki/Bungie">en.wikipedia.org/wiki/Bungie</a>	10098	416%	33%
859	Alphabet Inc	<a href="https://en.wikipedia.org/wiki/Android_(operating_system)">en.wikipedia.org/wiki/Android_(operating_system)</a>	262855	63%	28%
505	Activision Blizzard Inc	<a href="https://en.wikipedia.org/wiki/Destiny_2">en.wikipedia.org/wiki/Destiny_2</a>	18854	21%	27%
505	Activision Blizzard Inc	<a href="https://en.wikipedia.org/wiki/Sekiro:_Shadows_Die_Twice">en.wikipedia.org/wiki/Sekiro:_Shadows_Die_Twice</a>	48884	4%	26%
		<a href="https://en.wikipedia.org/wiki/Apollo_Global_Management">en.wikipedia.org/wiki/Apollo_Global_Management</a>	18466	88%	24%
973	Airbus SE	<a href="https://en.wikipedia.org/wiki/Airbus">en.wikipedia.org/wiki/Airbus</a>	48097	34%	22%
317	Singapore Airlines Ltd	<a href="https://en.wikipedia.org/wiki/Vistara">en.wikipedia.org/wiki/Vistara</a>	10744	23%	22%
		<a href="https://en.wikipedia.org/wiki/Sony_Interactive_Entertainment">en.wikipedia.org/wiki/Sony_Interactive_Entertainment</a>	17956	-9%	22%
		<a href="https://en.wikipedia.org/wiki/Reolut">en.wikipedia.org/wiki/Reolut</a>	37314	59%	21%
		<a href="https://en.wikipedia.org/wiki/BBC">en.wikipedia.org/wiki/BBC</a>	136309	3%	20%
686	Twenty-First Century Fox Inc	<a href="https://en.wikipedia.org/wiki/Fox_News">en.wikipedia.org/wiki/Fox_News</a>	32842	-29%	18%
314	Ryanair Holdings PLC	<a href="https://en.wikipedia.org/wiki/Ryanair">en.wikipedia.org/wiki/Ryanair</a>	21191	96%	17%
		<a href="https://en.wikipedia.org/wiki/IndiGo">en.wikipedia.org/wiki/IndiGo</a>	19030	42%	17%
		<a href="https://en.wikipedia.org/wiki/Activision">en.wikipedia.org/wiki/Activision</a>	17538	19%	16%
888	Discovery Communications Inc	<a href="https://en.wikipedia.org/wiki/Advance_Publications">en.wikipedia.org/wiki/Advance_Publications</a>	16610	33%	16%
		<a href="https://en.wikipedia.org/wiki/Euronews">en.wikipedia.org/wiki/Euronews</a>	78162	-43%	15%
		<a href="https://en.wikipedia.org/wiki/ByteDance">en.wikipedia.org/wiki/ByteDance</a>	22650	64%	15%
		<a href="https://en.wikipedia.org/wiki/PhonePe">en.wikipedia.org/wiki/PhonePe</a>	14412	66%	13%
543	Verizon Communications Inc	<a href="https://en.wikipedia.org/wiki/Verizon_Communications">en.wikipedia.org/wiki/Verizon_Communications</a>	13118	-34%	12%
140	Home Depot Inc	<a href="https://en.wikipedia.org/wiki/The_Home_Depot">en.wikipedia.org/wiki/The_Home_Depot</a>	22753	0%	11%
		<a href="https://en.wikipedia.org/wiki/Royal_Enfield_(India)">en.wikipedia.org/wiki/Royal_Enfield_(India)</a>	12732	4%	11%
955	Take Two Interactive	<a href="https://en.wikipedia.org/wiki/Capcom">en.wikipedia.org/wiki/Capcom</a>	13496	-18%	11%
881	Intercontinental Exchange Inc	<a href="https://en.wikipedia.org/wiki/New_York_Stock_Exchange">en.wikipedia.org/wiki/New_York_Stock_Exchange</a>	40860	-12%	11%
505	Activision Blizzard Inc	<a href="https://en.wikipedia.org/wiki/Call_of_Duty:_Modern_Warfare_2">en.wikipedia.org/wiki/Call_of_Duty:_Modern_Warfare_2</a>	15036	-5%	10%
810	Lockheed Martin Corp	<a href="https://en.wikipedia.org/wiki/Lockheed_Martin">en.wikipedia.org/wiki/Lockheed_Martin</a>	27297	12%	10%
859	Alphabet Inc	<a href="https://en.wikipedia.org/wiki/Google">en.wikipedia.org/wiki/Google</a>	299126	17%	9%
		<a href="https://en.wikipedia.org/wiki/Tom_Ford">en.wikipedia.org/wiki/Tom_Ford</a>	45843	287%	9%

## 7. Wikipedia Pages- 2W Delta (2022-02-26, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
433	Southwest Airlines Co	<a href="https://en.wikipedia.org/wiki/Southwest_Airlines">en.wikipedia.org/wiki/Southwest_Airlines</a>	12113	26%	9%
		<a href="https://en.wikipedia.org/wiki/Forever_Living_Products">en.wikipedia.org/wiki/Forever_Living_Products</a>	12380	95%	9%
859	Alphabet Inc	<a href="https://en.wikipedia.org/wiki/Google_Maps">en.wikipedia.org/wiki/Google_Maps</a>	127678	120%	8%
574	Microsoft Corp	<a href="https://en.wikipedia.org/wiki/Microsoft">en.wikipedia.org/wiki/Microsoft</a>	72510	6%	8%
329	Sega Sammy Holdings Inc	<a href="https://en.wikipedia.org/wiki/Sega">en.wikipedia.org/wiki/Sega</a>	15621	1%	7%
363	Sony Corp	<a href="https://en.wikipedia.org/wiki/Sony">en.wikipedia.org/wiki/Sony</a>	24473	17%	7%
955	Take Two Interactive	<a href="https://en.wikipedia.org/wiki/Square_Enix">en.wikipedia.org/wiki/Square_Enix</a>	14629	12%	7%
		<a href="https://en.wikipedia.org/wiki/Tata_Consultancy_Services">en.wikipedia.org/wiki/Tata_Consultancy_Services</a>	27104	17%	7%
		<a href="https://en.wikipedia.org/wiki/WarnerMedia">en.wikipedia.org/wiki/WarnerMedia</a>	22062	4%	6%
		<a href="https://en.wikipedia.org/wiki/Cloud_computing">en.wikipedia.org/wiki/Cloud_computing</a>	69657	94%	6%
		<a href="https://en.wikipedia.org/wiki/Credit_card">en.wikipedia.org/wiki/Credit_card</a>	17546	11%	6%
692	Wells Fargo & Co	<a href="https://en.wikipedia.org/wiki/American_Express">en.wikipedia.org/wiki/American_Express</a>	16365	26%	5%
478	American Express Co	<a href="https://en.wikipedia.org/wiki/American_Express">en.wikipedia.org/wiki/American_Express</a>	16365	26%	5%
424	Samsung Electronics Co Ltd	<a href="https://en.wikipedia.org/wiki/Samsung_Electronics">en.wikipedia.org/wiki/Samsung_Electronics</a>	16753	7%	5%
132	Hasbro Inc	<a href="https://en.wikipedia.org/wiki/Hasbro">en.wikipedia.org/wiki/Hasbro</a>	10818	5%	5%
929	Facebook Inc	<a href="https://en.wikipedia.org/wiki/Facebook">en.wikipedia.org/wiki/Facebook</a>	232458	39%	5%
		<a href="https://en.wikipedia.org/wiki/The_Blackstone_Group">en.wikipedia.org/wiki/The_Blackstone_Group</a>	17350	34%	5%
70	Costco Wholesale Corp	<a href="https://en.wikipedia.org/wiki/Costco">en.wikipedia.org/wiki/Costco</a>	19797	7%	5%



## 8. Instagram - 2W Delta (2022-02-21 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
395	Cencosud SA	instagram.com/p/CZ6_l1aAwwk	14.7%	1,931.4%	273.2%
949	Dick's Sporting Goods		10.5%	485.6%	213.2%
206	PayPal Holdings Inc		34.3%	403.9%	147.2%
394	Wesfarmers Ltd	instagram.com/p/CaGrngOFJ-h	13.2%	218.8%	37.0%
422	Dr Pepper Snapple Group Inc	instagram.com/p/CZ2bNbnOCYj instagram.com/p/CYWYg6RgSHf instagram.com/p/CY1rpuCtZgq	5.3%	153.1%	35.3%
414	Mondelez International Inc	instagram.com/p/CZfGfHivc1s instagram.com/p/CZm9uy4j9Np instagram.com/p/CUrhxa7otz2	3.5%	146.6%	31.8%
16	Amazon.com Inc	instagram.com/p/CZmSTVgFRbe instagram.com/p/CZrZc_-lZiU instagram.com/p/CaAWs-_tMsA	12.6%	140.5%	23.9%
5	Puma SE	instagram.com/p/CZkd2TuKoSv instagram.com/p/CZw7Pb3IF_u instagram.com/p/CZ1rwBaKSGM	5.1%	164.2%	21.9%
247	Technogym SpA		26.3%	384.5%	20.0%
225	Samsonite International SA	instagram.com/p/CZra27cJJyT	25.9%	495.4%	16.4%
34	Bloomin' Brands Inc		4.7%	181.7%	16.4%
72	KTM Industries AG	instagram.com/p/CZ1uyXeKJqW instagram.com/p/CZ3ysrgOG1c instagram.com/p/CZ2X9m_LCIU	25.9%	152.7%	13.8%
232	Signet Jewelers Ltd		10.5%	106.4%	13.4%
22	Aritzia Inc	instagram.com/p/CZ4-JiovUwL instagram.com/p/CZ2rYpqvKKY instagram.com/p/CZsOk-2Plj-	16.6%	206.1%	12.0%
178	Merlin Entertainments PLC		11.3%	127.3%	11.1%
188	Newell Brands Inc		18.6%	102.9%	9.3%
951	Mercado Libre	instagram.com/p/CZaLSfJIBKH	25.4%	161.6%	7.8%
215	PVH Corp	instagram.com/p/CaACHQaOpcb instagram.com/p/CZ66yIkO9f4 instagram.com/p/CZ_7PNvulPq	1.2%	197.3%	7.5%
30	Basic Fit NV	instagram.com/p/CZtZ4g_AcXs instagram.com/p/CZh-PLIG5x instagram.com/p/CZylwXGA3vY	20.3%	288.1%	6.9%
186	Mulberry Group PLC		5.8%	114.9%	6.1%

## 8. Instagram - 2W Delta (2022-02-21 Growth YoY) (Part 2)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
401	Yamaha Motor Co Ltd	instagram.com/p/CZNRR7euY6Q instagram.com/p/CXjcC9mrxNY	10.5%	107.3%	5.1%
212	Prada SpA	instagram.com/p/CZ-UPi_NW0I instagram.com/p/CaLlo4RMuJ_ instagram.com/p/CZ9x543jFbS	11.4%	123.8%	3.7%
70	Costco Wholesale Corp	instagram.com/p/CZC6SAoPYz0	25.4%	136.4%	3.5%

9. AppStore USA - 2W Delta (2022-02-26, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
796	Citizens Financial Group Inc	Citizens Bank Mobile Banking	297	5.8%	2.1%
200	Overstock.com Inc	Overstock — Furniture & Decor	300	1.8%	2.0%
1018	Barclays PLC	Barclays US Credit Cards	346	9.0%	1.8%
14	Adidas AG	adidas	242	3.8%	1.8%
547	JPMorgan Chase & Co	Chase Mobile®: Bank & Invest	112	8.5%	1.0%

10. AppStore Publishers USA - 2W Delta (2022-02-26, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Photomath, Inc.	Photomath	139	-3.8%	5.6%
	Peacock TV LLC	Peacock TV: Stream TV & Movies	54	31.8%	4.5%
	Poshmark, Inc.	Poshmark: Buy & Sell Fashion	123	-7.6%	4.0%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	133	-18.0%	3.9%
887	Expedia Inc	Vrbo Vacation Rentals; Expedia: Hotels, Flights & Car	127	7.0%	3.8%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club	42	-6.2%	3.8%
543	Verizon Communications Inc	My Verizon	174	1.8%	3.7%
	Cross Forward Consulting, LLC	Widgetsmith	145	-18.0%	3.6%
	WarnerMedia	HBO Max: Stream TV & Movies	17	8.5%	3.5%

#### 11. Online Retail Amazon - 2W Delta (2022-02-28, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
6	Guess? Inc	423	582.3%	103.3%
567	Procter & Gamble Co	836	83.3%	15.7%
540	Logitech International SA	2551	95.0%	14.5%
538	Fujifilm Holdings Corp	914	0.6%	11.7%
283	Whirlpool Corp	2964	14.1%	7.7%
5	Puma SE	1215	81.6%	6.1%
955	Take Two Interactive	1411	-0.4%	5.6%
143	Hugo Boss AG	678	9.4%	5.3%
903	Seagate Technology PLC	707	-30.6%	5.1%
958	Funko Inc	1507	32.7%	4.8%
505	Activision Blizzard Inc	1176	2.7%	4.5%
365	LG Electronics Inc	1975	33.4%	4.4%
502	Ubisoft Entertainment SA	893	-16.0%	3.6%
26	Avon Products Inc	659	-6.7%	3.4%

**12. Online Retail Walmart - 2W Delta (2022-02-21, 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>
212	Prada SpA	212	158.5%	69.5%
290	Wolverine World Wide Inc	281	70.3%	41.0%
536	Monster Beverage Corp	264	0.8%	32.6%
663	Kimberly-Clark Corp	1102	157.5%	25.2%
179	Capri Holdings Limited	2479	128.7%	20.8%
171	Luxottica Group SpA	807	-15.2%	20.4%
328	Yamaha Corp	824	-2.3%	17.6%
526	General Mills Inc	285	26.1%	17.2%
957	Capcom	393	63.1%	13.3%
238	Starbucks Corp	740	-3.3%	11.8%
600	Berkshire Hathaway Inc	2670	-25.3%	11.4%
79	De Longhi SpA	1476	5.8%	9.4%

**13. Online Retail Bestbuy - 2W Delta (2022-02-28, 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>
537	Acer Inc	495	31.6%	11.9%
364	Pioneer Corp	123	-71.1%	9.9%
20	Apple Inc	503	73.4%	9.6%
132	Hasbro Inc	132	120.0%	6.9%
427	Lenovo Group Ltd	1956	20.6%	5.0%

**14. Job Listings - 2W Delta (2022-02-28, 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>
345	Daimler AG	1017	57.4%	72%
455	Bridgestone Corp	260	-6.0%	72%
1413	Bechtle AG	1521	100.0%	67%
1056	ArcelorMittal SA	543	42.7%	56%
1411	Valmet Oyj	285	69.3%	52%
1110	SSE PLC	197	28.3%	52%
994	Vinci SA	4092	60.1%	51%
1415	Cobham PLC	226	100.0%	50%
1175	Intertek Group PLC	747	100.0%	50%
369	Alliance Data Systems Corp	302	69.0%	48%
250	Tempur Sealy International Inc	467	59.7%	47%
616	Comerica Inc	626	87.4%	40%
752	Tyson Foods Inc	2072	83.0%	39%
960	Royal Dutch Shell PLC	475	93.5%	38%
429	AirAsia Bhd	321	84.7%	37%
365	LG Electronics Inc	164	-37.3%	36%
539	Konica Minolta Inc	1013	79.6%	36%
572	Cisco Systems Inc	2790	9.2%	35%
396	Carrefour SA	2483	21.2%	32%
80	Dennys Corp	5525	61.4%	31%
871	Monsanto Co	799	90.8%	30%
378	Woolworths Group Ltd	717	50.0%	29%
1184	Santander Bank Polska SA	1992	100.0%	29%
1234	Schibsted ASA	146	38.8%	26%
571	Analog Devices Inc	647	64.5%	25%
126	Korian SA	2525	66.5%	25%
144	Husqvarna AB	234	71.2%	25%
975	Deutsche Telekom AG	2441	81.4%	25%
1178	Sartorius AG	778	30.6%	24%
194	NVIDIA Corp	2546	77.6%	22%



**15. Employee Company Ratings - 2W Delta (2022-02-28, 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>
1153	Solvay SA	941	26.3%		36.5%		Management
1063	Schindler Holding AG	355	3.1%		10.7%		Management
1454	Capita PLC	8761	8.7%	8.4%	-4.3%	0.1%	Rating
1467	Dometic Group AB (publ)	425	0.7%	4.2%	0.3%	8.6%	CEO Rating
1087	SGS SA	2569	7.8%		6.8%		Rating
1318	voestalpine AG	294	0.2%	-0.8%	0.1%	6.2%	CEO Rating
1255	Fraport AG Frankfurt Airport S	211	1.3%	2.0%	2.2%	6.0%	CEO Rating
682	Murphy Oil Corp	1656	-0.2%	0.8%	0.0%	5.8%	CEO Rating
704	Pinnacle West Capital Corp	234	0.0%	5.6%	0.2%		Outlook
826	American Tower Corp	1072	0.8%	2.8%	1.0%	5.6%	CEO Rating
667	Leggett & Platt Inc	1074	0.2%	1.0%	0.2%	5.6%	CEO Rating
1304	Phoenix Group Holdings	405	0.4%	5.0%	1.6%		Outlook