

ASTUTEX TRENDSPOTTING

March 07, 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
NBC	Television broadcasting company	22.45	8.37	topics: NBC Sports;Peacock;Streaming media; Super Bowl I;Bowl game; Super Bowl queries: superbowl stream fre; super bowl free live stream;endgame; stream super bowl 2022 free; super bowl live stream
ID.me	Company	19.55	6.47	topics: Internal Revenue Service; Transcript queries: irs customer service; irs get my payment;irs payment plan; irs customer service
Pakistan Stock Exchange	Stock exchange company	18.03	6.35	topics: Axolotl
Bergdorf Goodman	Department store company	33.44	5.22	topics: Undergarment queries: natori und
Hopper	Company	149.86	4.62	topics: Expedia; Spirit Airlines queries: spirit airlines
DraftKings	Sports betting company	-3.84	-2.12	topics: Sports betting; Proposition bet queries: super bowl bets; super bowl prop bets
FanDuel	Company	10.19	-2.78	topics: Sports betting; Proposition bet queries: super bowl bets; super bowl prop bets
Santa Barbara Tax Products Group	Financial services company	77.86	-122.14	topics: Internal Revenue Service; Transcript;Tax refund; Tax queries: irs tax refund; irs customer service; irs customer service number
TPG	Telephone service company	381.36	-133.64	topics: Tax refund; Transcript queries: turbotax customer se; irs tax refund;state tax refund; tax refund status
Avelo Airlines	Airline	3409.09	-1078.41	topics: Airline

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1491	Utenos trikotažas	2022-03-07	83%	50%
810	Lockheed Martin Corp	2022-03-07	60%	49%
858	Devon Energy Corp	2022-03-07	96%	37%
720	BB&T Corp	2022-03-07	52%	35%
644	General Dynamics Corp	2022-03-07	28%	27%
166	LivePerson Inc	2022-03-07	2%	26%
441	Bandai Namco Holdings Inc	2022-03-07	39%	24%
279	Webjet Ltd	2022-03-07	55%	11%
796	Citizens Financial Group Inc	2022-03-07	18%	9%
722	Public Storage	2022-03-07	25%	3%
887	Expedia Inc	2022-03-07	61%	0%

3. Google Trends Industries World - 2W Delta (2022-03-07, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
News	1.7%	10.3%	topics: Ukraine;Ukrainian language;Ukrainians queries: news; latest news on ukraine;live news ukraine;kyiv news
Stock market	-4.8%	4.5%	topics: Market;Stock;Ruble;Russian ruble; Economy of Russia queries: stock market;stock;market; usd to ruble;russian ruble to usd;ruble
Sony PlayStation	-29.2%	4.2%	topics: PlayStation 5;PlayStation 4 queries: playstation; ps plus mars 2022;playstation treat codes
Cruise	84.6%	3.6%	topics: Cruise ship;Ship;Lake Erie;Ice floe; Alvin Kamara queries: cruise;cruise ship; woman jumps off cruise ship;lady jumps off cruise ship; woman jumps from cruise ship
Unmanned aerial vehicle	-6.0%	3.3%	topics: DJI;Camera;Horizon Forbidden West; America's Got Talent queries: drone drone;drone;■■ ■■ ■■■; forbidden west drone;horizon forbidden west drone
Airline ticket	29.8%	3.0%	topics: Ticket;Airplane queries: tickets;uçak bileti;plane; plane ticket to ukraine;ukraine plane tickets; plane tickets to ukraine
Social media	6.8%	2.4%	topics: Media;Truth;Mobile app; Donald Trump queries: social media;social; do it for the social media catchphrase;truth social logo; truth social app
Suitcase	28.3%	2.2%	topics: Baggage;Travel;Bag queries: suitcase;motorized suitcase
Playstation 4	-30.2%	2.0%	topics: Sony PlayStation 4;Elden Ring queries: ps4; ps4 update 9.04;elden ring ps4;elden ring ps4 review
Airport	55.7%	1.9%	topics: Flight;Car rental; International airport queries: airport;hostomel airport; ukraine airport;ukraine international airport
Smartphone	-2.8%	1.7%	topics: Mobile phone; Financial transaction queries: smartphone;■■■;cell phone; smartphone and phone case manga; certain smartphone transaction crossword; files that may be signed crossword

3. Google Trends Industries World - 2W Delta (2022-03-07, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Game controller	-12.6%	1.2%	topics: topics: Xbox;PlayStation 4; Xbox Wireless Controllerqueries: controller; elden ring controller not working; elden ring pc controller not working; elden ring controller or keyboard queries: queries: controll; elden ring controller or keyboard
Video game console	-26.3%	1.2%	topics: Video game;PlayStation 5 queries: console; elden ring what console;will world war 3 come to console; cypher research console guide
Personal care	16.3%	1.1%	topics: Bag;Toiletry bag;Sunscreen queries: toiletry;toilettries; allglasswares.com personal care bottle

4. Google Trends Industries USA - 2W Delta (2022-03-07, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
News	-3.4%	12.1%	topics: Ukraine;Ukrainian language;Ukrainians queries: news; latest news on ukraine;live news ukraine;kyiv news
Social media	0.2%	9.0%	topics: Media;Truth;Mobile app; Donald Trump queries: social media;social; do it for the social media catchphrase;truth social logo; truth social app
Cruise	115.6%	5.5%	topics: Cruise ship;Ship;Lake Erie;Ice floe; Alvin Kamara queries: cruise;cruise ship; woman jumps off cruise ship;lady jumps off cruise ship; woman jumps from cruise ship
Online shopping	-8.8%	4.1%	topics: Shopping queries: shopping;online shopping; menards.com online shopping;alternatetech.net online shopping; marshalls.com online shopping
Unmanned aerial vehicle	-10.5%	4.0%	topics: DJI;Camera;Horizon Forbidden West; America's Got Talent queries: drone drone;drone;■■ ■■ ■■■; forbidden west drone;horizon forbidden west drone
Sony PlayStation	-34.7%	4.0%	topics: PlayStation 5;PlayStation 4 queries: playstation; ps plus mars 2022;playstation treat codes
Suitcase	39.2%	4.0%	topics: Baggage;Travel;Bag queries: suitcase;motorized suitcase
Stock market	-18.9%	2.8%	topics: Market;Stock;Ruble;Russian ruble; Economy of Russia queries: stock market;stock;market; usd to ruble;russian ruble to usd;ruble
Computer security	10.3%	2.4%	topics: Security queries: security;cyber security; debi kurnia cybersecurity;t mobile security breach; security alerts at a boxing match
Doll	-11.3%	2.4%	topics: Infant;American Girl;Barbie queries: doll;dolls; crystal the doll hughes;new monster high dolls 2022; american girl doll legs
Road	5.6%	2.3%	topics: Journey planner;Travel;Controlled-access highway; Brisbane;Royal Automobile Club of Queensland; Flood queries: road;road closures brisbane; flooded roads brisbane;ukraine road signs

4. Google Trends Industries USA - 2W Delta (2022-03-07, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Bank	-5.2%	1.1%	topics: topics: Online banking;U.S. Bank Branch;U.S. Bancorp; Washington's Birthday;SWIFTqueries: bank;swift banking system; what is swift banking system; banks open on presidents day queries: queries: bank; banks open on presidents day
hiking apparel	-10.3%	1.1%	topics: Hiking;Clothing;Spring queries: hiking;hiking clothes; trekking outfit female
Streaming Multimedia	7.2%	1.1%	topics: Livestreaming;Live television; Ukraine national football team;Kell Brook; Bowl game queries: stream;streaming;ukraine live stream; kyiv live stream

5. Website Traffic - 2W Delta (2022-03-05, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
30	Basic Fit NV	2.611000	268%	111%
508	Coway Co Ltd	1.489538	271%	56%
357	Heineken NV	1.307153	112%	49%
440	NetEase Inc	3656.628230	288%	43%
554	Exxon Mobil Corp	3.468769	52%	43%
452	Synopsys Inc	7.592384	63%	35%
142	HubSpot Inc	164.130769	100%	33%
441	Bandai Namco Holdings Inc	2.012538	-11%	31%
201	OVS SpA	1.769454	145%	30%
620	Corning Inc	2.173076	33%	29%
503	Konami Holdings Corp	2.897615	36%	29%
329	Sega Sammy Holdings Inc	2.978230	27%	28%
506	TUI AG	4.054000	83%	26%
145	Illumina Inc	2.220615	51%	26%
309	China Southern Airlines Co Ltd	8.823230	155%	25%
787	Xilinx Inc	3.671615	-24%	21%
431	Eva Airways Corp	2.835615	34%	21%
337	Netmarble Games Corp	5.875384	17%	21%
27	B&M European Value Retail SA	1.078307	-18%	20%
671	Charter Communications Inc	1.297692	23%	19%
929	Facebook Inc	11004.466153	24%	19%
728	Thermo Fisher Scientific Inc	13.884384	2%	19%
546	Caterpillar Inc	6.555538	5%	19%
206	PayPal Holdings Inc	910.530846	22%	18%
318	China Airlines Ltd	2.216153	-12%	18%
407	Kikkoman Corp	4.064538	-10%	17%
265	Tupperware Brands Corp	1.248769	8%	17%
867	DTE Energy Co	2.841692	21%	17%
335	Dassault Systemes SE	6.134769	11%	16%
192	Nutanix Inc	4.424769	22%	16%
621	Cummins Inc	3.142307	-24%	16%
444	Bpost SA	2.835615	9%	16%
726	Texas Instruments Inc	15.136153	8%	15%
766	Gilead Sciences Inc	1.125769	-31%	14%
381	Seven & i Holdings Co Ltd	7.290384	-8%	14%

5. Website Traffic - 2W Delta (2022-03-05, 13weeks YoY) (Part 2)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
154	Jack in the Box Inc	1.156307	-17%	13%
85	Dollar General Corp	3.457692	-8%	13%
945	Shopify Inc	349.837000	235%	13%
681	Motorola Solutions Inc	2.265692	15%	13%
195	Ocado Group PLC	3.803692	-27%	12%
844	ANSYS Inc	3.773384	7%	12%
957	Capcom	7.383461	-11%	11%
177	Merida Industry Co Ltd	1.035538	29%	11%
257	Tobii AB	1.374153	1%	10%
903	Seagate Technology PLC	13.046692	-8%	10%
774	Qualcomm Inc	7.291153	8%	10%
810	Lockheed Martin Corp	3.971384	22%	10%
28	Bang & Olufsen A/S	3.484615	24%	9%
157	J.Jill Inc	1.647538	-8%	9%
582	Hewlett Packard Enterprise Co	21.965923	9%	9%
955	Take Two Interactive	32.642923	-23%	9%
363	Sony Corp	163.663000	-26%	9%
456	Hankook Tire Co Ltd	1.162583	170%	8%
686	Twenty-First Century Fox Inc	368.255307	-21%	8%
418	Shiseido Co Ltd	4.339230	10%	8%
83	DineEquity Inc	3.979846	-15%	7%
270	USANA Health Sciences Inc	2.297153	-21%	7%
825	Rockwell Automation Inc	2.955307	-1%	7%
390	Nintendo Co Ltd	70.914692	-11%	7%
599	Becton Dickinson and Co	2.419923	-27%	7%
264	Techtronic Industries Co Ltd	4.388000	-11%	7%
435	Autozone Inc	24.020692	15%	7%
598	Baxter International Inc	1.207615	18%	6%
424	Samsung Electronics Co Ltd	273.879230	-10%	6%
20	Apple Inc	1244.102000	-31%	6%
633	Emerson Electric Co	4.458461	-10%	6%
360	Dixons Carphone PLC	19.104538	-31%	5%
3	NCSOFT Corp	11.352666	3%	5%
578	Honeywell International Inc	9.377000	3%	5%
9	3D Systems Corp	1.151076	-24%	5%

5. Website Traffic - 2W Delta (2022-03-05, 13weeks YoY) (Part 3)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
262	Trivago NV	10.839307	44%	5%
282	Wendys Co	3.298384	-19%	5%
792	Microchip Technology Inc	4.653076	-13%	5%

6. Wikipedia - 2W Delta (2022-03-07, 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	6278	389.6%	180.1%
441	Bandai Namco Holdings Inc	en.wikipedia.org/wiki/Bandai_Namco_Entertainment	3023	26.7%	27.1%
545	Boeing Co	en.wikipedia.org/wiki/Boeing	12129	24.6%	19.0%
973	Airbus SE	en.wikipedia.org/wiki/Airbus	4096	31.2%	13.7%
377	CVS Health Corp	en.wikipedia.org/wiki/CVS_Health	2331	-4.2%	12.9%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	2503	17.6%	12.2%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	3424	-0.5%	11.5%
306	Qantas Airways Ltd	en.wikipedia.org/wiki/Qantas	3890	21.2%	11.2%
965	BP PLC	en.wikipedia.org/wiki/BP	2469	-17.2%	10.0%
484	Diageo PLC	en.wikipedia.org/wiki/Diageo	2953	4.2%	9.1%
859	Alphabet Inc	en.wikipedia.org/wiki/Android_(operating_system)	187160	41.4%	9.1%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2950	-23.1%	7.8%
798	Allstate Corp	en.wikipedia.org/wiki/Dennis_Haysbert	3107	-2.0%	7.4%
372	Pernod Ricard SA	en.wikipedia.org/wiki/Stolichnaya	10579	-8.8%	7.3%
363	Sony Corp	en.wikipedia.org/wiki/PlayStation_3	28656	-6.3%	7.3%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	38106	24.4%	7.2%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Fox_News	12358	-11.3%	6.4%
666	Oracle Corp	en.wikipedia.org/wiki/Oracle_Corporation	7168	-10.0%	6.2%
934	News Corp	en.wikipedia.org/wiki/Biden%E2%80%93Ukraine_conspiracy_theory	11069	-13.2%	6.1%
578	Honeywell International Inc	en.wikipedia.org/wiki/Terminal_High_Altitude_Area_Defense	4202	7.6%	5.9%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Black_Ops_Cold_War	77678	-17.6%	5.7%

7. Wikipedia Pages- 2W Delta (2022-03-05, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
1169	Uniper SE	en.wikipedia.org/wiki/Nord_Stream	117222	808%	437%
2	Mattel Inc	en.wikipedia.org/wiki/Mattel	54586	444%	60%
		en.wikipedia.org/wiki/Revolut	53462	93%	55%
545	Boeing Co	en.wikipedia.org/wiki/Boeing	42527	72%	48%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Sekiro:_Shadows_Die_Twice	46693	25%	44%
		en.wikipedia.org/wiki/Euronews	83219	-29%	28%
		en.wikipedia.org/wiki/Michelin_Guide	31583	-23%	21%
888	Discovery Communications Inc	en.wikipedia.org/wiki/Advance_Publications	14889	44%	21%
		en.wikipedia.org/wiki/Apollo_Global_Management	13424	96%	20%
973	Airbus SE	en.wikipedia.org/wiki/Airbus	27423	36%	18%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Modern_Warfare_2	14930	0%	14%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Modern_Warfare_(2019_video_game)	22433	-19%	14%
140	Home Depot Inc	en.wikipedia.org/wiki/The_Home_Depot	22654	8%	14%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	31377	19%	13%
686	Twenty-First Century Fox Inc	en.wikipedia.org/wiki/Fox_News	32892	-23%	13%
		en.wikipedia.org/wiki/Forever_Living_Products	12012	101%	12%
484	Diageo PLC	en.wikipedia.org/wiki/Diageo	25609	8%	11%
		en.wikipedia.org/wiki/Valve_Corporation	27488	-29%	11%
		en.wikipedia.org/wiki/AnyDesk	38425	0%	9%
		en.wikipedia.org/wiki/IndiGo	19098	42%	8%
859	Alphabet Inc	en.wikipedia.org/wiki/Google	285487	21%	8%
399	Wal-Mart Stores Inc	en.wikipedia.org/wiki/Flipkart	46048	38%	8%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_Maps	126451	122%	7%
691	Northrop Grumman Corp	en.wikipedia.org/wiki/Northrop_Grumman	16596	34%	7%
314	Ryanair Holdings PLC	en.wikipedia.org/wiki/Ryanair	17969	96%	7%
		en.wikipedia.org/wiki/Credit_card	20712	15%	7%
424	Samsung Electronics Co Ltd	en.wikipedia.org/wiki/Samsung_Electronics	16716	10%	7%
692	Wells Fargo & Co	en.wikipedia.org/wiki/American_Express	15678	29%	6%
478	American Express Co	en.wikipedia.org/wiki/American_Express	15678	29%	6%
859	Alphabet Inc	en.wikipedia.org/wiki/Google_Search	18248	13%	6%

7. Wikipedia Pages- 2W Delta (2022-03-05, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
311	International Consolidated Air	en.wikipedia.org/wiki/ British_Airways	13040	23%	5%
		en.wikipedia.org/wiki/Google_Pay	13691	43%	5%

8. Instagram - 2W Delta (2022-03-07 Growth YoY) (Part 1)

Astutex ID	Company Name	Posts URL list	Followers Growth(YoY)	Engagement Growth(YoY)	Growth Change
423	PepsiCo Inc	instagram.com/p/CaUodsOuOdU instagram.com/p/CaIWQuyOCCb instagram.com/p/CZ7-umMgWYX	2.0%	127.6%	38.2%
395	Cencosud SA	instagram.com/p/CZ6_l1aAwwk	14.8%	1,984.9%	26.8%
212	Prada SpA	instagram.com/p/CaR5taACzE instagram.com/p/CaiX_BGMRMV instagram.com/p/Cah1wp4sVTH	11.3%	173.8%	25.0%
247	Technogym SpA	instagram.com/p/CaQkl3PymC	26.1%	433.0%	24.2%
26	Avon Products Inc		4.4%	134.1%	22.1%
396	Carrefour SA	instagram.com/p/Cag3UJrN8ZI instagram.com/p/Cao0pB-NY9y instagram.com/p/CawUGlwlUeJ	19.0%	104.1%	15.9%
16	Amazon.com Inc	instagram.com/p/CZrZc_-lZiU instagram.com/p/CaAWs-_tMsA instagram.com/p/CZpLi8eMVx4	12.6%	170.1%	14.7%
188	Newell Brands Inc		18.7%	125.5%	11.4%
22	Aritzia Inc	instagram.com/p/CaYf50XLzAI instagram.com/p/CaiKlk5PlcO instagram.com/p/CadCqV1PtFA	16.8%	220.5%	7.3%
952	B2W	instagram.com/p/Cap_o3XFYse	43.4%	340.8%	7.1%
71	Crocs Inc	instagram.com/p/CZ9XLjjetJ instagram.com/p/CaC629TJJGN instagram.com/p/CZwlZ5Sso1F	26.1%	103.3%	6.5%
224	Sally Beauty Holdings Inc	instagram.com/p/CaID26mphJ3	0.4%	195.2%	5.9%
15	American Eagle Outfitters Inc	instagram.com/p/Casg0skpc0d instagram.com/p/Capvi2GpqhA instagram.com/p/CaveYYzMvPy	1.7%	108.0%	4.1%
2	Mattel Inc	instagram.com/p/CZ9zZ8Xp_pc instagram.com/p/CaNEjiSpk2j instagram.com/p/CaFM1mwNrNQ	11.7%	147.8%	4.1%
422	Dr Pepper Snapple Group Inc	instagram.com/p/CZ2bNbnOCYj instagram.com/p/CY1rpuCtZgq instagram.com/p/CZe_mlav-JV	5.5%	160.7%	3.9%
229	Shake Shack Inc	instagram.com/p/CaNLqCilcjH instagram.com/p/Capc-TYOW6N instagram.com/p/CaSUNP6jR0k	8.9%	114.3%	3.9%
213	Booking Holdings Inc.		22.1%	105.9%	3.8%
23	Ascena Retail Group Inc	instagram.com/p/CamjQq_vCAC	6.6%	188.6%	3.4%

9. AppStore USA - 2W Delta (2022-03-05, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
1018	Barclays PLC	Barclays US Credit Cards	340	12.7%	5.4%
478	American Express Co	Amex	231	4.5%	4.5%
893	Discover Financial Services	Discover Mobile	223	1.9%	4.5%
796	Citizens Financial Group Inc	Citizens Bank Mobile Banking	287	8.0%	3.3%
424	Samsung Electronics Co Ltd	Samsung Health	267	10.4%	2.4%
767	Huntington Bancshares Inc	Huntington Mobile	286	7.5%	1.9%
519	Nestle SA	ReadyRefresh	332	8.1%	1.2%
200	Overstock.com Inc	Overstock — Furniture & Decor	297	2.5%	1.0%
70	Costco Wholesale Corp	Costco	228	3.7%	0.9%
14	Adidas AG	adidas	241	4.4%	0.9%

10. AppStore Publishers USA - 2W Delta (2022-03-05, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Poshmark, Inc.	Poshmark: Buy & Sell Fashion	115	-3.7%	7.1%
399	Wal-Mart Stores Inc	Walmart - Shopping & Grocery; Sam's Club	43	-6.3%	6.9%
	StockX LLC	StockX - Buy & Sell Authentic	148	19.4%	6.3%
	Peacock TV LLC	Peacock TV: Stream TV & Movies	51	33.8%	5.1%
	Tubi, Inc	Tubi - Watch Movies & TV Shows	129	-16.6%	4.4%
	Fetch Rewards	Fetch Rewards	99	-5.0%	4.0%
	Duolingo	Duolingo - Language Lessons	107	28.5%	3.7%
887	Expedia Inc	Vrbo Vacation Rentals; Expedia: Hotels, Flights & Car	121	8.6%	3.5%
175	McDonald's Corp	McDonald's	47	15.0%	3.4%
	Hopper	Hopper: Flights, Hotels & Cars	103	12.3%	3.4%
	TextNow, Inc.	TextNow: Call + Text Unlimited	100	-3.5%	3.3%
189	Nike Inc	Nike	60	12.8%	3.3%

11. Online Retail Amazon - 2W Delta (2022-03-07, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
6	Guess? Inc	434	578.1%	50.6%
567	Procter & Gamble Co	865	92.7%	15.6%
907	Church & Dwight Co Inc	335	-2.0%	11.3%
903	Seagate Technology PLC	728	-25.7%	9.7%
538	Fujifilm Holdings Corp	908	3.3%	9.6%
171	Luxottica Group SpA	1934	30.5%	8.7%
283	Whirlpool Corp	2932	15.3%	5.0%
302	Gildan Activewear Inc	4034	9.1%	3.8%
502	Ubisoft Entertainment SA	874	-15.1%	3.6%
476	Nikon Corp	641	-41.9%	3.3%
416	Beiersdorf AG	936	-0.3%	3.3%
67	Columbia Sportswear Co	2975	-18.2%	3.2%
391	Electronic Arts Inc	5532	5.4%	3.0%

12. Online Retail Walmart - 2W Delta (2022-01-03, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
663	Kimberly-Clark Corp	1055	107.3%	20.7%
477	Panasonic Corp	796	26.6%	12.3%
215	PVH Corp	5179	36.6%	11.4%
567	Procter & Gamble Co	1205	36.5%	9.0%
425	Canon Inc	2329	2.3%	6.4%

13. Online Retail Bestbuy - 2W Delta (2022-03-07, 13 weeks YoY) (Part 1)

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
537	Acer Inc	516	36.5%	7.3%
152	iRobot Corp	832	-20.6%	4.3%
328	Yamaha Corp	1991	-7.5%	4.1%
362	Casio Computer Co Ltd	765	48.3%	3.7%
519	Nestle SA	603	-51.1%	3.3%

14. Job Listings - 2W Delta (2022-03-07, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average number of jobs	Jobs 4W Growth YoY	2W Change (13W YoY)
531	L'Oreal SA	2411	100.0%	89%
345	Daimler AG	1770	100.0%	83%
136	Hermes International SCA	867	100.0%	82%
1110	SSE PLC	223	49.8%	71%
369	Alliance Data Systems Corp	296	100.0%	64%
1056	ArcelorMittal SA	1144	100.0%	59%
971	Linde PLC	964	29.8%	59%
1161	MTU Aero Engines AG	484	60.0%	53%
455	Bridgestone Corp	270	-25.2%	51%
1400	Evotec AG	337	51.3%	51%
112	Francesca's Holdings Corp	1424	52.4%	51%
250	Tempur Sealy International Inc	450	61.3%	50%
1016	Anglo American PLC	249	77.4%	47%
1406	IMI PLC	105	-28.1%	44%
640	Macy's Inc	3849	82.2%	41%
918	Crown Castle International Cor	247	31.2%	40%
539	Konica Minolta Inc	966	92.2%	38%
396	Carrefour SA	2639	38.9%	38%
916	Alexion Pharmaceuticals Inc	492	68.2%	38%
378	Woolworths Group Ltd	814	77.1%	35%
365	LG Electronics Inc	201	-21.0%	34%
1281	Pirelli & C SpA	198	46.0%	33%
229	Shake Shack Inc	1835	100.0%	32%
616	Comerica Inc	676	100.0%	32%
975	Deutsche Telekom AG	2510	100.0%	32%
1349	CD Projekt SA	242	94.8%	32%
1411	Valmet Oyj	343	49.3%	32%
502	Ubisoft Entertainment SA	1806	2.6%	31%
1089	Partners Group Holding AG	183	3.2%	30%
1197	Alfa Laval AB	396	75.3%	30%

15. Employee Company Ratings - 2W Delta (2022-03-07, 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
1193	Atos SE	11970	0.0%	0.8%	0.0%	16.2%	CEO Rating
1109	CNP Assurances SA	222	-0.3%	6.2%	-0.5%	14.0%	CEO Rating
538	Fujifilm Holdings Corp	578	0.9%	2.9%	0.4%	11.2%	CEO Rating
1454	Capita PLC	8992	8.9%	8.6%	-4.1%	0.3%	Rating
682	Murphy Oil Corp	1657	-0.2%	2.8%	0.0%	7.6%	CEO Rating
1467	Dometic Group AB (publ)	427	0.9%	2.2%	0.8%	7.2%	CEO Rating
1500	Bath & Body Works Inc	7033	0.0%	0.8%	0.4%	6.4%	CEO Rating
620	Corning Inc	1683	5.9%		5.5%		Rating
667	Leggett & Platt Inc	1076	0.1%	0.6%	0.3%	5.6%	CEO Rating
1367	Tate & Lyle PLC	599	0.6%	5.6%	0.2%	0.2%	Outlook
826	American Tower Corp	1075	0.6%	2.8%	1.1%	5.4%	CEO Rating