

# **ASTUTEX TRENDSPOTTING**

**November 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
Telemundo Deportes	Television broadcasting company	414.3	474.3	topics: Fox Sports Networks; Fox Sports 1 queries: where to watch the; world cup where to watch; stream world cup 2022; world cup live stream 2022;peacock
Slumberland Furniture	Furniture company	90.2	90.2	topics: Where the Crawdads Sing
monday.com	Project management software company	157.2	69.0	topics: Project management software; Project management; Customer relationship management; Product Management; Dogecoin queries: project management sof; crm system monday;crm management; project management software;monday crm
Hive	Company	38.5	48.7	
eToro	Financial services company	42.4	23.5	topics: Project management software; Customer relationship management; Project management;Monday; Product Management queries: crm system m; project management software monday; crm management; project management software;monday crm
The Pepsi Bottling Group	Beverage company	33.3	17.1	
beIN Media Group	Media company	22.6	15.4	topics: beIN SPORTS
ASRock	Motherboard company	43.0	14.1	topics: Graphics card
Fox	Company	9.7	9.5	topics: Fox Sports Networks;NBC;Fox Sports; CBS;Fox Sports 1 queries: fox sports; where to watch the world cup; world cup live stream; stream world cup 2022; world cup live stream 2022
FuboTV	Company	30.1	9.5	topics: Fox Sports;Fox Sports Networks; Philo queries: watch the world cup; how to watch yellowstone season 5; where to watch yellowstone season 5; yellowstone streaming
Creality	3D printing company	99.7	8.6	topics: 3D printing;3D scanning

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

Company Name	Type	Pop. growth	Growth change	Related topics
Bob Evans Restaurants	Restaurant company	-8.7	4.4	topics: topics: Cracker Barrelqueries: r; thanksgiving restaurants near me; restaurants open thanksgiving; thanksgiving dinner restaurants; restaurants open queries: queries: resta; restaurants open
Helly Hansen	Manufacturing company	3.6	3.5	topics: Snow Pants queries: snow pants
Gaylord Hotels	Hospitality company	18.1	3.4	topics: Gaylord Opryland Resort & Conven; Great Wolf Resorts
Maui Jim	Manufacturing company	7.5	2.6	topics: Sunglasses;Costa Del Mar
Popeyes	Fast-food restaurant company	-13.1	2.1	topics: Arby's; Zaxby's queries: restaurants open on tha; thanksgiving restaurants near me; thanksgiving restaurants 2022
Welch's	Food company	8.7	2.0	topics: Sparkling wine; S. Martinelli & Company
BetMGM	Company	16.1	1.8	topics: DraftKings; BetOnline queries: betting odds; world cup betting
Belle Tire	Tire company	-6.1	1.8	topics: Snow tire; Discount Tire queries: winter tires
Cracker Barrel	Restaurant company	-9.1	1.8	topics: Denny's; Bob Evans Restaurants queries: restaurant; thanksgiving restaurants near me; restaurants open thanksgiving; thanksgiving restaurants 2022; thanksgiving dinner restaurants
Acne Studios	Fashion company	16.9	1.5	topics: Streetwear;Beanie
EOTech	Optics company	25.7	1.2	topics: AR-15 style rifle
Qatar Airways	Airline	26.6	-0.5	topics: Emirates;Singapore Airlines; Turkish Airlines
Bugaboo International	Company	8.7	-0.8	topics: CYBEX;Child safety seat; Baby transport;Cybex
Leatherman	Company	10.0	-2.7	topics: Tool

## 1. Google Trends USA - 2W Delta (13weeks YoY) (Part 3)

Company Name	Type	Pop. growth	Growth change	Related topics
Arc'teryx	Apparel company	33.0	-2.8	topics: Outlet store; Ski suit queries: north face outlet
Mango	Outlet store company	29.9	-2.9	topics: Jumper
The Lego Group	Toy company	10.1	-2.9	topics: Fat Brain Toys;Toys"R"Us; L.O.L. Surprise!;Action figure; Girls' toys and games queries: gingerbre; toys for kids;toys for boys; advent calendar beauty;robotics for kids
New Balance	Footwear manufacturing company	49.9	-7.1	topics: Reebok;Shoes;Sneakers;Reebok; Comfy queries: white sneakers; sneakers near me;ugg slippers womens
Lululemon Athletica	Apparel company	56.6	-10.7	topics: Athleisure;Black Friday;Slipper; Leggings;the Comfy queries: tory burch; fleece lined leggings
HOKA ONE	Company	63.5	-10.7	topics: Reebok; Recreational Equipment, Inc.;Shoes;Merrell; New Balance queries: sneakers near me
Aritzia	Fashion company	52.6	-12.1	topics: Leggings;Abercrombie & Fitch;Aerie; SKIMS;Uniqlo queries: velvet dress
Marc Jacobs	Fashion company	46.9	-15.7	topics: Handbag;Dr. Martens;Tracksuit;UGG; Kate Spade queries: tory burch
SKIMS	Clothing company	108.7	-20.3	topics: Aerie;Pajamas;Spanx; Lounge Underwear

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

AstutexID	Company Name	Date	GT 13W Growth YoY	2W Change (13W YoY)
1255	Fraport AG Frankfurt Airport S	2022-11-28	24%	44%
1348	Eutelsat Communications SA	2022-11-28	33%	41%
677	Masco Corp	2022-11-28	38%	33%
423	PepsiCo Inc	2022-11-28	39%	22%
95	Esprinet SpA	2022-11-28	-2%	20%
12	Associated British Foods PLC	2022-11-28	13%	12%
1089	Partners Group Holding AG	2022-11-28	-12%	10%
1395	TAG Immobilien AG	2022-11-28	212%	9%
1237	William Demant Holding A/S	2022-11-28	13%	5%
1408	Rexel SA	2022-11-28	-6%	3%
1008	Schneider Electric SE	2022-11-28	4%	2%
1107	Legrand SA	2022-11-28	7%	2%

### 3. Google Trends Industries World - 2W Delta (2022-11-28, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Snow boot	-6.1%	7.0%	
Streaming Multimedia	12.2%	4.6%	topics: Livestreaming;Live television; Macy's Thanksgiving Day Parade;FIFA; JioCinema queries: streaming;stream;live streaming piala dunia; streaming piala dunia;live streaming sctv piala dunia 2022
Cruise	33.4%	4.1%	
Video card	4.0%	3.1%	
Enterprise Resource Planning	25.1%	3.0%	
Social media	-2.4%	2.9%	
Mobile games	5.3%	2.8%	
Tracksuit	-1.9%	2.1%	topics: Man;Nike queries: tracksuit;nike
Nutrition	6.7%	1.9%	topics: Nutrition facts label queries: nutrition; symbol of abundance and nourishment
Vacation	-1.4%	1.9%	
Jacket	0.2%	1.8%	

### 3. Google Trends Industries World - 2W Delta (2022-11-28, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Watch	11.5%	1.7%	topics: topics: Apple Watch;Apple;Smartwatch; Macy's Thanksgiving Day Parade;Yellowstonequeries: watch; how to watch yellowstone season 5;yellowstone season 5; watch yellowstone season 5 queries: queries: watch; watch yellowstone season 5
Watches	11.5%	1.7%	topics: Apple Watch;Apple;Smartwatch; Macy's Thanksgiving Day Parade;Yellowstone queries: watch; how to watch yellowstone season 5;yellowstone season 5; watch yellowstone season 5
3D Printing	20.0%	1.6%	
Heating, ventilation, and air	-10.0%	1.5%	topics: System;Air conditioning;Heat; Decontamination queries: hvac; automobile hvac cleaning & decontamination; automotive hvac cleaning & decontamination; auto hvac cleaning & decontamination
Heating Ventilation and AC	-10.0%	1.5%	topics: System;Air conditioning;Heat; Decontamination queries: hvac; automobile hvac cleaning & decontamination; automotive hvac cleaning & decontamination; auto hvac cleaning & decontamination
News	-9.1%	1.5%	
Online shopping	-10.5%	1.3%	topics: Shopping queries: shopping;online shopping; verkkokauppa black week;wards.com online shopping website
Moisturizer	19.2%	1.3%	topics: Cream;Skin;Face queries: moisturizer; isana liquid moisturizer
Pharmacy	-5.7%	1.2%	
Pharmaceutical industry	-2.1%	1.2%	
Streetwear	10.0%	1.2%	



### 3. Google Trends Industries World - 2W Delta (2022-11-28, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Cloud computing	25.7%	1.2%	topics: queries:
Pharmaceutical drug	11.0%	1.1%	
Leggins	-6.8%	0.9%	

#### 4. Google Trends Industries USA - 2W Delta (2022-11-28, 13weeks YoY) (Part 1)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Air Conditioner	-1.2%	8.2%	
News	-4.4%	3.4%	
3D Printing	19.2%	2.8%	
Sports betting	-21.1%	2.6%	
Video card	-7.7%	2.5%	
Heating, ventilation, and air	-4.0%	2.1%	topics: System;Air conditioning;Heat; Decontamination queries: hvac; automobile hvac cleaning & decontamination; automotive hvac cleaning & decontamination; auto hvac cleaning & decontamination
Heating Ventilation and AC	-4.0%	2.1%	topics: System;Air conditioning;Heat; Decontamination queries: hvac; automobile hvac cleaning & decontamination; automotive hvac cleaning & decontamination; auto hvac cleaning & decontamination
Coat	-1.2%	2.0%	
Watch	13.6%	1.8%	topics: Apple Watch;Apple;Smartwatch; Macy's Thanksgiving Day Parade;Yellowstone queries: watch; how to watch yellowstone season 5;yellowstone season 5; watch yellowstone season 5
Watches	13.6%	1.8%	topics: Apple Watch;Apple;Smartwatch; Macy's Thanksgiving Day Parade;Yellowstone queries: watch; how to watch yellowstone season 5;yellowstone season 5; watch yellowstone season 5
Musical Instrument	12.0%	1.5%	

#### 4. Google Trends Industries USA - 2W Delta (2022-11-28, 13weeks YoY) (Part 2)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Jacket	2.0%	1.1%	topics: queries:
Gym	4.8%	1.1%	
Leggins	-5.8%	1.0%	
Nutrition	9.1%	0.9%	topics: Nutrition facts label queries: nutrition; symbol of abundance and nourishment
Business	-43.4%	0.9%	
Newspaper	-6.3%	0.8%	
Jewellery	-2.0%	0.6%	
Streaming Multimedia	21.8%	0.4%	topics: Livestreaming;Live television; Macy's Thanksgiving Day Parade;FIFA; JioCinema queries: streaming;stream;live streaming piala dunia; streaming piala dunia;live streaming sctv piala dunia 2022
Car tires	-1.6%	0.3%	
Insurance	-5.1%	0.2%	
Financial services	-1.3%	0.1%	

#### 4. Google Trends Industries USA - 2W Delta (2022-11-28, 13weeks YoY) (Part 3)

Topic Name	GT 13W Growth YoY	2W Change (13W YoY)	Related topics & queries
Road	12.1%	0.1%	topics: topics: Distance;Bicycle;Controlled-access highway; uchi.ru;New York City Marathon; Alberta Motor Associationqueries: road;bloqueio estradas; bloqueios estradas;estradas bloqueadas queries: queries: road; estradas bloqueadas
Pharmacy	-4.3%	0.0%	
Dialysis	0.7%	0.0%	

## 5. Website Traffic - 2W Delta (2022-11-26, 13weeks YoY) (Part 1)

AstutexID	Company Name	Average 13W Unique Visitors	Traffic 13W Growth YoY	2W Change (13W YoY)
246	Tallink Grupp AS	2.085846	132%	44%
89	Dunelm Group PLC	11.179230	161%	38%
197	Ollie's Bargain Outlet Holding	1.919538	160%	37%
506	TUI AG	9.140923	180%	35%
180	Midea Group Co Ltd	17.269692	59%	30%
318	China Airlines Ltd	6.294384	182%	24%
505	Activision Blizzard Inc	258.321615	116%	22%
78	Deckers Outdoor Corp	11.304692	-24%	19%
81	DFS Furniture PLC	1.464923	33%	18%
512	E-Mart Inc	1.815846	44%	17%
749	McCormick & Company Inc	3.505846	55%	16%
717	Snap-On Inc	1.917307	19%	15%
69	Takeaway.com NV	44.523000	66%	15%
444	Bpost SA	4.235692	76%	15%
118	Geox SpA	2.006846	27%	14%
501	Shoprite Holdings Ltd	1.421769	-6%	13%
852	Goldman Sachs Group Inc	7.142307	-15%	12%
380	Tesco PLC	33.417384	93%	11%
535	Whitbread PLC	10.161538	106%	11%
930	United Rentals Inc	1.618153	5%	11%
699	Parker-Hannifin Corp	3.953538	50%	11%
571	Analog Devices Inc	14.732153	187%	10%
76	Ross Stores Inc	1.893461	11%	10%
283	Whirlpool Corp	12.570384	20%	10%
599	Becton Dickinson and Co	3.470230	44%	9%
80	Dennys Corp	1.761923	20%	9%
726	Texas Instruments Inc	28.718923	117%	9%
607	Advanced Micro Devices Inc	112.323769	145%	9%
416	Beiersdorf AG	1.154923	44%	8%
360	Dixons Carphone PLC	35.609384	78%	8%
956	Square Enix	89.035230	27%	7%
111	Fossil Group Inc	9.413384	6%	7%
203	Pandora A/S	12.575153	38%	7%
881	Intercontinental Exchange Inc	3.920923	44%	7%
79	De Longhi SpA	8.965538	13%	7%

**5. Website Traffic - 2W Delta (2022-11-26, 13weeks YoY) (Part 2)**

<b>AstutexID</b>	<b>Company Name</b>	<b>Average 13W Unique Visitors</b>	<b>Traffic 13W Growth YoY</b>	<b>2W Change (13W YoY)</b>
540	Logitech International SA	41.917384	3%	7%
862	Agilent Technologies Inc	4.030846	42%	6%
525	Campbell Soup Co	1.725923	15%	6%
259	Tractor Supply Co	16.854000	22%	6%
573	Intel Corp	151.151615	66%	5%
537	Acer Inc	30.051000	18%	5%
347	Renault SA	6.051500	78%	5%

## 6. Wikipedia - 2W Delta (2022-11-28, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Top Page	Daily Views Avg	13W Growth YoY	2W Change (13W YoY)
399	Wal-Mart Stores Inc		2798	12.4%	16.9%
14	Adidas AG	en.wikipedia.org/wiki/Adidas	11348	30.3%	15.0%
543	Verizon Communications Inc	en.wikipedia.org/wiki/Verizon_Communications	2841	-13.4%	10.0%
5	Puma SE	en.wikipedia.org/wiki/Puma_(brand)	2376	17.7%	8.9%
670	Eli Lilly and Co	en.wikipedia.org/wiki/Eli_Lilly_and_Company	4263	28.4%	8.8%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	47962	22.4%	8.7%
414	Mondelez International Inc	en.wikipedia.org/wiki/Mondelez_International	4234	-6.4%	8.6%
810	Lockheed Martin Corp	en.wikipedia.org/wiki/Lockheed_Martin	2697	34.6%	8.4%
2	Mattel Inc	en.wikipedia.org/wiki/CadZZilla	29820	24.6%	8.2%
465	Anheuser Busch Inbev NV		4345	14.2%	8.0%
551	Walt Disney Co	en.wikipedia.org/wiki/The_Walt_Disney_Company	11286	12.3%	6.9%
423	PepsiCo Inc	en.wikipedia.org/wiki/PepsiCo	5465	1.4%	6.6%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/PayPal	10246	22.3%	6.3%
852	Goldman Sachs Group Inc	en.wikipedia.org/wiki/Goldman_Sachs	2860	18.9%	6.1%
963	HSBC Holdings PLC	en.wikipedia.org/wiki/HSBC	2587	4.7%	5.6%
189	Nike Inc	en.wikipedia.org/wiki/List_of_Nike_sponsorships	13964	18.3%	5.3%
175	McDonald's Corp	en.wikipedia.org/wiki/McDonald's	9323	7.4%	5.0%

## 7. Wikipedia Pages- 2W Delta (2022-11-28, 13weeks YoY) (Part 1)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		en.wikipedia.org/wiki/Leonard_v._Pepsico%2C_Inc.	352486	3,398%	2,876%
187	Netflix Inc	en.wikipedia.org/wiki/Millarworld	38199	2,877%	608%
		en.wikipedia.org/wiki/Harrods	45970	296%	138%
16	Amazon.com Inc	en.wikipedia.org/wiki/A9.com	21092	802%	112%
		en.wikipedia.org/wiki/AbeBooks	21386	643%	84%
		en.wikipedia.org/wiki/Chippendales	137840	81%	69%
161	Kering SA	en.wikipedia.org/wiki/Balenciaga	100189	108%	48%
		en.wikipedia.org/wiki/Theranos	113869	-3%	46%
		en.wikipedia.org/wiki/Alexa_Internet	23563	331%	34%
502	Ubisoft Entertainment SA	en.wikipedia.org/wiki/Mythic_Quest	32811	14%	28%
458	Volkswagen AG	en.wikipedia.org/wiki/Lamborghini	60615	27%	23%
		en.wikipedia.org/wiki/Foxconn	56548	67%	21%
161	Kering SA	en.wikipedia.org/wiki/Yves_Saint_Laurent_(designer)	18909	47%	15%
328	Yamaha Corp	en.wikipedia.org/wiki/Nayib_Bukele	15137	61%	15%
505	Activision Blizzard Inc	en.wikipedia.org/wiki/Call_of_Duty:_Warzone	12312	-19%	15%
474	Best Buy Co Inc	en.wikipedia.org/wiki/Best_Buy	28404	22%	13%
		en.wikipedia.org/wiki/Fox_Broadcasting_Company	50911	22%	13%
5	Puma SE	en.wikipedia.org/wiki/Puma_(brand)	23124	24%	12%
		en.wikipedia.org/wiki/Louis_Vuitton	33986	29%	12%
870	MetLife Inc	en.wikipedia.org/wiki/MetLife_Stadium	20149	42%	12%
189	Nike Inc	en.wikipedia.org/wiki/Air_Jordan	12965	3%	12%
551	Walt Disney Co	en.wikipedia.org/wiki/The_Walt_Disney_Company	98188	19%	12%
		en.wikipedia.org/wiki/Blackwater_(company)	15842	-8%	12%
206	PayPal Holdings Inc	en.wikipedia.org/wiki/X.com	18893	100%	12%
859	Alphabet Inc	en.wikipedia.org/wiki/YouTube	935019	69%	12%
143	Hugo Boss AG	en.wikipedia.org/wiki/Hugo_Boss	13145	27%	11%
132	Hasbro Inc	en.wikipedia.org/wiki/Hasbro	13413	-2%	10%
		en.wikipedia.org/wiki/Samsung	45058	11%	10%
		en.wikipedia.org/wiki/Resident_Evil_Village	15008	18%	9%
16	Amazon.com Inc	en.wikipedia.org/wiki/Amazon_Prime	27697	67%	9%
929	Facebook Inc	en.wikipedia.org/wiki/Facebook	341431	31%	8%
		en.wikipedia.org/wiki/Decathlon_(retailer)	19589	48%	8%
189	Nike Inc	en.wikipedia.org/wiki/Nike%2C_Inc.	62415	43%	8%



## 7. Wikipedia Pages- 2W Delta (2022-11-28, 13weeks YoY) (Part 2)

Astutex ID	Company Name	Link	Number of views	13W Growth YoY	2W Change (13W YoY)
		<a href="https://en.wikipedia.org/wiki/Cargill">en.wikipedia.org/wiki/Cargill</a>	10342	78%	7%
424	Samsung Electronics Co Ltd	<a href="https://en.wikipedia.org/wiki/Samsung_Electronics">en.wikipedia.org/wiki/Samsung_Electronics</a>	18307	11%	7%
		<a href="https://en.wikipedia.org/wiki/Uniqlo">en.wikipedia.org/wiki/Uniqlo</a>	20162	69%	7%
505	Activision Blizzard Inc	<a href="https://en.wikipedia.org/wiki/World_of_Warcraft">en.wikipedia.org/wiki/World_of_Warcraft</a>	23327	44%	7%
363	Sony Corp	<a href="https://en.wikipedia.org/wiki/PlayStation_Portable">en.wikipedia.org/wiki/PlayStation_Portable</a>	21209	14%	7%
		<a href="https://en.wikipedia.org/wiki/Lego">en.wikipedia.org/wiki/Lego</a>	20322	30%	6%
810	Lockheed Martin Corp	<a href="https://en.wikipedia.org/wiki/Lockheed_Martin">en.wikipedia.org/wiki/Lockheed_Martin</a>	16826	32%	6%
		<a href="https://en.wikipedia.org/wiki/1xBet">en.wikipedia.org/wiki/1xBet</a>	25758	50%	6%
999	Vodafone Group PLC	<a href="https://en.wikipedia.org/wiki/SoftBank_Group">en.wikipedia.org/wiki/SoftBank_Group</a>	11347	13%	6%
747	Comcast Corp	<a href="https://en.wikipedia.org/wiki/Comcast">en.wikipedia.org/wiki/Comcast</a>	23721	9%	5%
		<a href="https://en.wikipedia.org/wiki/Vegemite">en.wikipedia.org/wiki/Vegemite</a>	13632	27%	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 (2022-11-26, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
851	eBay Inc	eBay: Buy & Sell Marketplace	106	14.6%	15.1%
252	Finish Line Inc	Finish Line – Shop Exclusive	314	6.8%	6.5%
155	JD Sports Fashion PLC	JD Sports: Exclusive rewards	352	8.8%	4.5%
44	Buffalo Wild Wings Inc	Buffalo Wild Wings	241	19.9%	4.2%
24	ASOS PLC	ASOS	303	8.4%	4.0%
40	Brinker International Inc	Chilis	267	13.1%	3.3%
114	GameStop Corp	GameStop	288	9.5%	3.2%
15	American Eagle Outfitters Inc	AE + Aerie	265	15.1%	3.1%
109	Foot Locker Inc	FordPass™; Champs Sports: Kicks & Apparel	291	12.7%	2.4%
34	Bloomin' Brands Inc	Outback Steakhouse	318	5.0%	2.4%
129	Haier Electronics Group Co Ltd	SmartHQ	279	31.9%	2.0%
162	Kroger Co	Kroger; Kroger Delivery Now	300	13.9%	1.9%
611	Cigna Corp	myCigna	256	23.0%	1.6%
102	Express Inc	Express Scripts; Express	336	8.4%	1.4%
946	Cracker Barrel Old Country Store	Cracker Barrel	295	6.3%	1.3%
1268	Delivery Hero SE	talabat: Food & Grocery order; foodpanda - Food Delivery; PedidosYa - Delivery App	328	4.7%	1.3%
269	Urban Outfitters Inc	Urban Outfitters	320	4.8%	1.2%
80	Dennys Corp	Denny's	287	11.4%	1.0%
190	Nordstrom Inc	Nordstrom; Nordstrom Rack: Shop Deals	305	8.8%	1.0%
464	Fiat Chrysler Automobiles NV	Uconnect; Jeep®	304	4.8%	1.0%

10. AppStore Publishers USA - 2W Delta (2022-11-26, 13weeks YoY) (Part 1)

CompanyID	Company Name	TopApps	Best App 13W Avg Rank	Growth (YoY)	2W Change (13W YoY)
	Fetch Rewards	Fetch Rewards	45	42.8%	15.2%
189	Nike Inc	Nike: Shoes, Apparel, Stories; Nike SNKRS: Sneaker Release	37	7.0%	5.2%
945	Shopify Inc	Shop: All your favorite brands	48	4.1%	4.7%
	EVOLLY.APP	TV Remote - Universal Control	110	17.6%	4.4%
	Affirm, Inc.	Affirm: Buy now, pay over time	119	10.5%	3.2%
	ROADGET BUSINESS PTE. LTD.	SHEIN - Online Fashion	29	7.8%	3.1%
	Bytedance Pte. Ltd	CapCut - Video Editor	20	25.8%	3.1%
	Afterpay	Afterpay - Buy Now Pay Later	143	-1.2%	3.0%
	FOX Sports Interactive	FOX Sports: Watch Live	72	1.2%	2.9%
238	Starbucks Corp	Starbucks	58	13.3%	2.8%
213	Booking Holdings Inc.	Booking.com: Hotels & Travel	150	10.4%	2.1%
	ADP, Inc		164	-10.6%	1.8%

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

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
947	LVMH	320	-5.6%	16.5%
16	Amazon.com Inc	35035	49.6%	7.8%
215	PVH Corp	892	-16.4%	6.3%
20	Apple Inc	638	-3.6%	6.1%
26	Avon Products Inc	868	25.4%	5.9%
959	Turtle Beach	1821	0.3%	5.6%
71	Crocs Inc	6723	7.0%	5.3%
441	Bandai Namco Holdings Inc	459	10.3%	5.0%
5	Puma SE	1494	42.3%	4.5%
427	Lenovo Group Ltd	898	-32.8%	4.2%
442	Shimano Inc	543	-22.5%	3.5%
365	LG Electronics Inc	1146	-17.0%	3.5%
14	Adidas AG	8578	19.0%	3.1%
225	Samsonite International SA	1113	-5.4%	3.0%

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

AstutexID	Company Name	Rating	Rating 13W Growth YoY	2W Change (13W YoY)
233	Skechers USA Inc	3502	166.3%	84.6%
457	Goodyear Tire & Rubber Co	2473	174.2%	62.6%
143	Hugo Boss AG	202	-4.3%	36.3%
958	Funko Inc	325	11.7%	29.1%
171	Luxottica Group SpA	1998	686.6%	26.2%
959	Turtle Beach	936	53.9%	20.6%
71	Crocs Inc	305	-19.5%	17.6%
268	Under Armour Inc	1290	143.4%	17.2%
365	LG Electronics Inc	1098	5.4%	16.6%
453	Kumho Petro Chemical Co Ltd	397	126.9%	15.4%
26	Avon Products Inc	268	45.7%	15.2%
290	Wolverine World Wide Inc	241	-29.5%	13.7%
45	Burberry Group PLC	406	30.1%	11.4%
541	HP Inc	4057	33.3%	9.0%
202	Oxford Industries Inc	497	101.2%	8.3%
567	Procter & Gamble Co	1503	16.6%	8.3%
274	VF Corp	4723	33.4%	7.8%
525	Campbell Soup Co	676	22.0%	7.5%
531	L'Oreal SA	463	21.2%	7.0%
127	SEB SA	1363	9.3%	6.6%

**13. Online Retail Bestbuy - 2W Delta (2022-11-28, 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>
179	Capri Holdings Limited	255	298.4%	15.6%
957	Capcom	190	-32.9%	13.5%
122	GoPro Inc	610	28.4%	8.6%
20	Apple Inc	622	60.3%	7.0%
537	Acer Inc	711	52.2%	5.3%
39	Breville Group Ltd	1801	-6.7%	4.8%
538	Fujifilm Holdings Corp	962	9.7%	4.5%
106	Fitbit Inc	790	-31.0%	4.3%
505	Activision Blizzard Inc	334	-47.9%	4.0%
127	SEB SA	154	41.3%	3.3%

**14. Job Listings - 2W Delta (2022-11-28, 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>
849	Aetna Inc	11274	100.0%	194%
1271	Kion Group AG	1042	56.9%	63%
1171	Ipsen SA	274	6.7%	57%
444	Bpost SA	491	68.6%	52%
119	Gerry Weber International AG	358	90.0%	50%
48	Cabela's Inc	660	28.3%	48%
877	Rockwell Collins Inc	2267	-16.0%	41%
710	Raytheon Co	143	-58.0%	40%
114	GameStop Corp	6556	69.1%	40%
982	BASF SE	1574	9.1%	39%
977	Equinor ASA	256	100.0%	39%
30	Basic Fit NV	344	34.2%	38%
1153	Solvay SA	605	51.5%	38%
1555	Live Nation Entertainment Inc	1662	56.0%	38%
538	Fujifilm Holdings Corp	677	52.2%	37%
1013	Royal Bank of Scotland Group P	1130	64.8%	34%
1292	GN Store Nord A/S	193	38.2%	33%
207	Pets at Home Group PLC	414	30.4%	33%
894	Mid-America Apartment Communit	339	25.8%	31%
224	Sally Beauty Holdings Inc	5195	5.3%	30%
1213	Raiffeisen Bank International	516	41.4%	29%
420	Coty Inc	416	50.2%	25%
781	U.S. Bancorp	3855	18.3%	24%
586	American Electric Power Compan	144	14.4%	23%
825	Rockwell Automation Inc	1667	55.1%	23%
403	Barry Callebaut AG	301	32.9%	22%
379	Casino Guichard Perrachon SA	295	5.5%	22%
973	Airbus SE	3431	90.3%	21%
1090	Deutsche Bank AG	2777	75.9%	21%
335	Dassault Systemes SE	1274	34.9%	21%



15. Employee Company Ratings - 2W Delta (2022-11-28, 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
1473	Metro Bank PLC	1393	5.5%	-20.0%	34.4%	0.0%	Management
673	Loews Corp	1402	4.8%	11.2%	8.7%	0.0%	Outlook
593	Verisk Analytics Inc	1225	2.9%	9.1%	3.9%	0.0%	Outlook
637	EQT Corp	318	5.8%		5.3%	0.0%	Rating
987	EssilorLuxottica SA	1891	0.0%	5.2%	1.5%	0.0%	Outlook
179	Capri Holdings Limited	3756	0.2%	5.2%	1.2%	0.8%	Outlook