In this project, we used a machine learning algorithm to predict the amount that a customer is likely to spend on Black Friday. We also performed exploratory data analysis to find interesting trends from the dataset. From that analysis we can observe that It didn’t matter if the group was male, female, young, old, married or unmarried, the median purchase by the customers hovered around $8000. However, some groups were more present than others. Males shopped more than females. The marital status 0 shopped more than the marital status 1. Unfortunately, which label mean married and which label means unmarried is unknown. Also customers between the ages of 18 and 45 shopped the most. Finally, the models were tested to find the model that makes the best predictions. When analysing the data from the testing model, it is revealed that Random Forest with high accuracy to predict the sales for coming year. This model produced an RMSE of 3085.436. Therefore, it was the model used to make the final predictions for the testing dataset.