Total weekly sales of 2017 & 2018 300000 -Promotion Type Black Friday - Friends & Family 200000 -100000 -0 -2016-12-19 2017-03-13 2017-06-05 2017-08-28 2017-11-20 2018-02-12 2018-05-07 2018-07-30 2018-10-22 Week