Total Weekly sales of 2017 & 2018 SS17 300000 -FW17 SS18 FW18 SS19 Promotion Type 200000 -Black Friday Articles sold Friends & Family 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