

Analyze the graph below and write a reflection on what you think the graph is communicating to you. To guide you with your response, start with some observations.

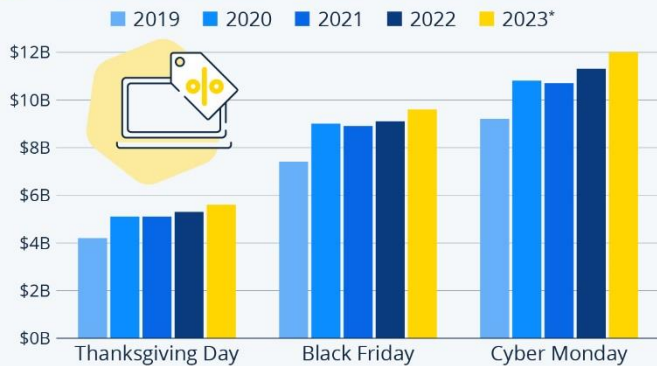
- What is the topic of the graph?
- What quantities are being compared?
- What are some observations that you can make based on the graphs?
- What surprises you about the graph? What do you wonder?
- What do you foresee happening in the next 10 years?

Questions to ask when reading graphs:

- Is there an upward or downward trend?
- Are there any sudden spikes in the graph?
- What is being compared in the graph?
- What prediction can I make for the future?
- What inferences can I make about the graph?

Cyber Week Spending Set to Hit New Highs in 2023

Estimated online spending on Thanksgiving weekend in the United States



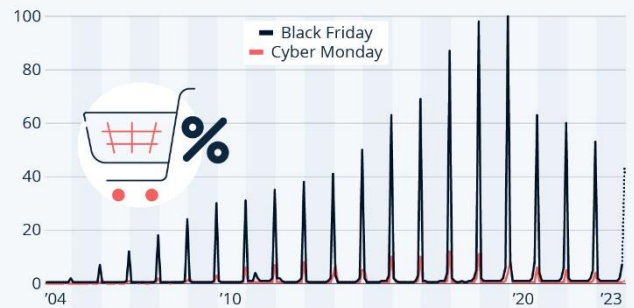
* Forecast
Source: Adobe Analytics



statista

Are People Losing Interest in Black Friday?

Worldwide search interest for the terms "Black Friday" and "Cyber Monday" on Google Search*



* Numbers represent search interest relative to the highest point on the chart for the time given. A value of 100 is peak popularity, a value of 50 means that the term is half as popular.

Source: Google Trends



statista