

Kababjees Pakistan Sales Data: November to Mid-December 2025

This is a line graph showing daily total sales for Kababjees (a popular Pakistani BBQ and restaurant chain) from approximately November 6, 2025, to December 14, 2025. The y-axis represents sales in Pakistani Rupees (Rs.), ranging from about 150,000 to over 500,000 per day. The x-axis shows dates in the format DD-MM-2025, slanted along the bottom.

Overall Summary

- Total sales for the period: Rs. 944,303
- The graph displays a clear wavy pattern with four distinct peaks followed by sharp declines, indicating recurring cycles of high sales days (likely weekends or special occasions) and lower sales on quieter days.
- Sales fluctuate significantly, with peaks reaching around 500,000–550,000 Rs. and troughs dropping to 150,000–250,000 Rs.
- The pattern repeats roughly every 7–10 days, typical for restaurant sales where weekends see higher footfall due to family outings and dining.

Detailed Trend Description

Starting from the left (early November):

- Sales begin at a moderate level (~350,000 Rs. around Nov 6–8).
- Sharp rise to the first peak (~520,000–550,000 Rs. around Nov 20–22).
- Quick drop to a low (~220,000–250,000 Rs.).
- Rise to the second peak (~520,000 Rs. around Nov 28–30).
- Drop to a trough (~200,000–220,000 Rs.).
- Smaller rise to the third peak (~420,000–450,000 Rs. around Dec 4–6).
- Drop to a low (~200,000 Rs.).
- Rise to the fourth peak (~480,000–500,000 Rs. around Dec 10–12).
- Final drop toward Dec 14 (~200,000–250,000 Rs.).

The line is blue with circular data points, showing consistent volatility throughout the ~5–6 week period.

Key Points and Likely Festival/Seasonal Reasons

Kababjees specializes in BBQ, grills, karahi, and family-style Pakistani cuisine, so sales spikes often align with occasions involving gatherings, feasts, and increased dining out or takeout. In Pakistan, restaurant sales (especially for meat-heavy menus like Kababjees) typically surge around weekends, public holidays, and festivals due to family meals, iftar/sehri (if applicable), or celebrations.

Relevant events in this period (November–December 2025):

- Iqbal Day (November 9, 2025): A public holiday honoring Allama Iqbal. This falls on a weekend day in 2025, likely contributing to higher weekend dining and the buildup to the first major peak around late November.

- **Weekends and general post-festival recovery:** The wavy pattern strongly suggests weekend boosts (Fridays–Sundays in Pakistan are peak dining days for restaurants). Each peak appears to correspond to weekend clusters, with drops on weekdays.
- **Buildup to winter festivities:** December sees cooler weather in Pakistan (especially Karachi/Lahore, where Kababjees has branches), encouraging more outdoor/indoor BBQ dining and family gatherings.
- **Pre-Christmas and Quaid-e-Azam Day momentum (December 25, 2025):** Quaid-e-Azam Day (birthday of Pakistan's founder, combined with Christmas) is a major public holiday. The fourth peak around Dec 10–12 likely reflects early celebrations, office parties, family outings, and holiday shopping/dining in the lead-up to Dec 25. Sales often rise in mid-December as people prepare for the long weekend/holiday.

No major Islamic festivals (like Eid Milad-un-Nabi, which fell in September 2025) occur in this timeframe, so spikes are more tied to national holidays, weekends, and seasonal/end-of-year social activities rather than religious feasts.

This data highlights strong periodic demand for Kababjees, driven by cultural and social dining habits in Pakistan, making it ideal for narration emphasizing performance tied to holidays and weekends.