The Dataset at hand contains income data for a large collection of highest earning opening week movies. Opening week is considered to begin on the day of release and end on the following Sunday. This data can help us understand trends in social interest over time.

 Before asking financial questions I will first ask the following:

1. How many entries are in the dataset
2. What is the date range of releases?
3. What distributor has the most releases?

1. How many entries are in the dataset

        Select count(*)
            from dbo.Top_Highest_Openings

1000

2. What is the date range of releases?

    Select *
        from dbo.Top_Highest_Openings
           Order By Date Desc

1983-05-25 to 2024-03-29 ~41 Years

3. What distributor has the most releases

        Select Distributor, Count(Release) as Release_Count
          from dbo.Top_Highest_Openings
            Group By Distributor
               Order By Release_Count desc

Warner Bros - 171
Universal - 156
Walt Disney Studios Motion Pictures - 147

Now for the Financial Questions:
1. What Distributor has the highest gross total?
2. What Distributor has the highest opening total?
3. What release has the highest theater income average (within the top 10 theater play count)

4. What release has the highest opening total?
5. What release has the highest gross total?
6. What release has the highest percentage of Opening revenue

1. What distributor has the highest grossing total?

Select Distributor, SUM(CAST(Total_Gross as BIGINT)) as Total_Sum
from dbo.Top_Highest_Openings
Group By Distributor
Order By Total_Sum Desc

Walt Disney Studios Motion Pictures - $33,238,284,215
Warner Bros. - $26,796,622,450
Universal Pictures - $22,288,645,654

2. What distributor has the highest opening total?

Select Distributor, SUM(CAST(opening as BIGINT)) as Total_Sum
from dbo.Top_Highest_Openings
Group By Distributor
Order By Total_Sum Desc

Walt Disney Studios Motion Pictures - $10,247,279,064
Warner Bros. - 8,386,991,877
Universal Pictures - 7,023,328,783

3. What release has the highest opening average of total revenue per theater (within the Top 10 Theater Count?)

Select TOP(10) Theaters, Average, Release
from dbo.Top_Highest_Openings
Order By Average Desc

Avengers: Endgame - 76,601
Spider-Man: No Way Home - 59,995
Star Wars: Episode VII - The Force Awakens - 59,982

4. **What release has the highest opening total?**

Select release, Opening
from dbo.Top_Highest_Openings
Order By opening Desc

Avengers: Endgame - $357,115,007
Spider-Man: No Way Home - $260,138,569
Avengers: Infinity War - $257,698,183

5. **What release has the highest gross total?**

Select release, total_gross
from dbo.Top_Highest_Openings
Order By opening Desc

Avengers: Endgame - $858,373,000
Spider-Man: No Way Home - $804,793,477
Avengers: Infinity War - $678,815,482

6. **What release has the highest percentage of Opening revenue?**

Select Release, of_total
from dbo.Top_Highest_Openings
Order By of_total Desc

Renaissance: A Film by Beyoncé -
Opening: $21,801,216
Total; $ 33,889,684
% of Total: 64.3

It is not uncommon knowledge that the Walt Disney company has made a substantial impact within movie theaters within the past decade. The large totals listed have been reported in the news continually as Disney breaks its own records. As a result, many releases are overshadowed by what seems to be a phenomenon. For instance, Renaissance: A Film By Beyonce had the second highest opening weekend for the first week of December at 22 million. The highest opening weekend for the first week of December was The Last Samurai in 2003 (24million.)
* Find a deeper visualization on my Tableau Portfolio