

■ Pixar Films SQL Analytics Report

This report presents a detailed SQL-driven analysis of Pixar films (1995–2024). The project explores financial performance, critical reception, and creative impact using structured queries and visual outputs directly from MySQL Workbench.

■ ROI Analysis of Pixar Films

The following query calculates Return on Investment (ROI) for films with complete data.

The screenshot shows a MySQL Workbench window with a query titled "Pixar Films Final Analytics Page". The query is as follows:

```
1 USE pixar_db;
2
3 -- Films with missing box office or budget data
4
5 SELECT
6     film,
7     box_office_worldwide,
8     budget
9 FROM box_office
10 WHERE box_office_worldwide IS NULL OR budget IS NULL;
```

The result grid shows the following data:

film	box_office_worldwide	budget	ROI
Toy Story	394434386	30000000	12.15
A Bug's Life	363258899	120000000	2.03
Toy Story 2	511358276	90000000	4.68
Monsters, Inc.	538772320	118000000	3.60
Finding Nemo	871014678	94000000	8.27
The Incredibles	631442092	92000000	5.86
Cars	461081149	120000000	2.85
Ratatouille	623726085	150000000	3.16
WALL-E	521311860	180000000	1.90
Up	738996682	175000000	3.20
Toy Story 3	1066969703	200000000	4.33
Monsters vs. Aliens	100000000	100000000	1.00

■ Top 5 Highest Grossing Films with Directors

This query identifies the top 5 highest grossing Pixar films and their directors.

The screenshot shows a MySQL Workbench window with a query titled "Pixar Films Final Analytics Page". The query is as follows:

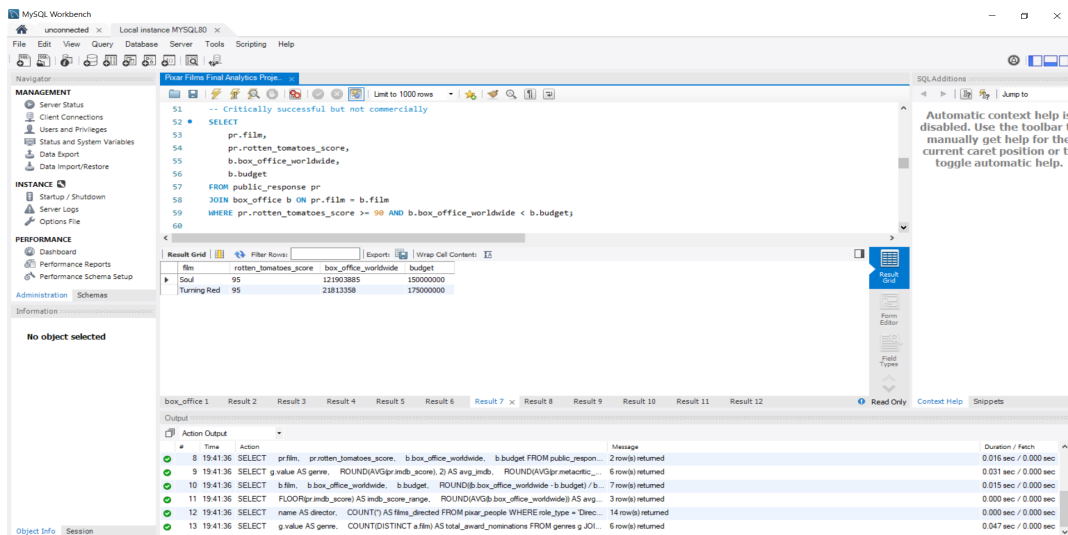
```
40 -- Top 5 highest grossing films with director names
41
42 SELECT
43     b.film,
44     b.box_office_worldwide,
45     p.name AS director_name
46 FROM box_office b
47 JOIN pixar_people p
48 ON b.film = p.film AND p.role_type = 'Director'
49 ORDER BY b.box_office_worldwide DESC
50 LIMIT 5;
```

The result grid shows the following data:

film	box_office_worldwide	director_name
Inside Out 2	1098030963	Kateryn Meunier
Incredibles 2	1242805359	Brad Bird
Toy Story 4	1072394993	Josh Cooley
Toy Story 3	1066969703	Lee Unkrich
Finding Dory	1028570889	Andrew Stanton

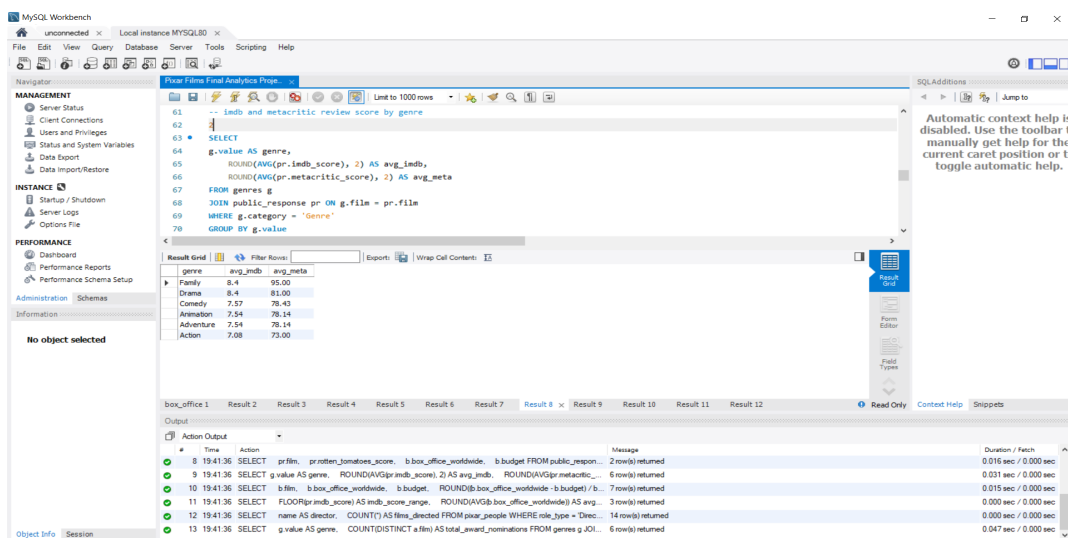
■ Critically Acclaimed but Commercially Weak Films

Films with Rotten Tomatoes score ≥ 90 but failed to break even.



IMDb & Metacritic Scores by Genre

Comparison of IMDb and Metacritic averages across genres.



A+ CinemaScore Films with High ROI

Pixar films that received the highest audience rating and performed well financially.

The screenshot displays the MySQL Workbench interface. The SQL editor at the top contains a query to find movies with a cinema score of 8 or higher, ordered by ROI in descending order. The query is as follows:

```

73 -- find with A+ cinema score and high ROI
74 SELECT
75     b.film,
76     b.box_office_worldwide,
77     b.budget,
78     ROUND((b.box_office_worldwide - b.budget) / b.budget, 2) AS roi
79 FROM box_office b
80 JOIN public_response pr ON b.film = pr.film
81 WHERE pr.cinema_score >= 8
82 ORDER BY roi DESC;

```

The Results grid below the query shows the following data:

film	box_office_worldwide	budget	roi
Finding Nemo	871214678	94000000	8.27
The Incredibles	631442092	92000000	5.86
Incredibles 2	1242805339	200000000	5.21
Toy Story 2	511358236	90000000	4.68
Coco	814641172	175000000	3.66
Monsters, Inc.	528772250	115000000	3.60
Up	735099082	175000000	3.20

The Output tab at the bottom shows the execution log for the query, including the time taken and the number of rows returned for each step.

Conclusion

■ This SQL analytics project demonstrates how structured queries can uncover insights into Pixar's financial success, critical acclaim, and creative contributions. It highlights profitable trends, critical vs. commercial gaps, and audience preferences that shaped Pixar's legacy over three decades.