Staffelter Hof Winery is Germany's oldest business, established in 862 under the Carolingian dynasty. It has continued to serve customers through dramatic changes in Europe, such as the Holy Roman Empire, the Ottoman Empire, and both world wars. What characteristics enable a business to stand the test of time?

To help answer this question, BusinessFinancing.co.uk researched the oldest company still in business in **almost** every country and compiled the results into several CSV files. This dataset has been cleaned.

Having useful information in different files is a common problem. While it's better to keep different types of data separate for data storage, you'll want all the data in one place for analysis. You'll use joining and data manipulation to work with this data and better understand the world's oldest businesses.

The Data

`businesses` and `new_businesses`

Column	Description
`business`	Name of the business (varchar)
`year_founded`	Year the business was founded (int)
`category_code`	Code for the business category (varchar)
`country_code`	ISO 3166-1 three-letter country code (char)

`countries`

Column	Description
`country_code`	ISO 3166-1 three-letter country code (varchar)
`country`	Name of the country (varchar)
`continent`	Name of the continent the country exists in (varchar)

`categories`

Column	Description
`category_code`	Code for the business category (varchar)
`category`	Description of the business category (varchar)

Projects Data   DataFrame as `oldest_business_continent`

```sql
-- What is the oldest business on each continent?
WITH ranked AS (
SELECT
    continent,
    country,
    business,
    year_founded,
    RANK() OVER (PARTITION BY continent ORDER BY year_founded ASC)
FROM businesses b
JOIN countries c
    USING (country_code)
)
SELECT
    continent,
    country,
    business,
    year_founded
FROM ranked
WHERE rank = 1;
```

index	continent	country	business
0	Africa	Mauritius	Mauritius Post
1	Asia	Japan	Kongō Gumi
2	Europe	Austria	St. Peter Stifts Kulinarium
3	North America	Mexico	La Casa de Moneda de México
4	Oceania	Australia	Australia Post
5	South America	Peru	Casa Nacional de Moneda

Rows: 6   ⤢ Expand

Projects Data   DataFrame as `count_missing`

```sql
-- How many countries per continent lack data on the oldest businesses
-- Does including the `new_businesses` data change this?
WITH combined AS (
SELECT *
FROM new_businesses
UNION ALL
SELECT *
FROM businesses
)
SELECT
    continent,
    COUNT(*) AS countries_without_businesses
FROM countries
LEFT JOIN combined
    ON countries.country_code = combined.country_code
WHERE business IS NULL
GROUP BY continent
```

index	continent	countries_without_businesses
0	Africa	
1	Asia	
2	Europe	
3	North America	
4	Oceania	
5	South America	

Rows: 6   ⤢ Expand

🐘 Projects Data   DataFrame as `oldest_by_continent_category`

```sql
-- Which business categories are best suited to last over the course of centuries?
SELECT
    continent,
    category,
    MIN(year_founded) AS year_founded
FROM businesses
JOIN countries
    USING (country_code)
JOIN categories
    USING (category_code)
GROUP BY
    continent,
    category
```

	continent	category	year…
0	South America	Defense	1811
1	North America	Banking & Finance	1891
2	Asia	Agriculture	1930
3	North America	Manufacturing & Production	1534
4	Africa	Aviation & Transport	1854
5	North America	Food & Beverages	1920
6	Asia	Mining	1913
7	Asia	Cafés, Restaurants & Bars	1153
8	North America	Distillers, Vintners, & Breweries	1703
9	North America	Media	1909
10	Asia	Food & Beverages	1820
11	Oceania	Postal Service	1809
12	Africa	Agriculture	1947
13	South America	Food & Beverages	1660
14	South America	Banking & Finance	1565
15	Europe	Banking & Finance	1606

Rows: 56   ⤢ Expand

```sql
-- Which business categories are best suited to last over the course of centuries?
SELECT
    continent,
    category,
    MIN(year_founded) AS year_founded
```