

# World PPOI- USA

**Version 3.2 (2016.08)**

## Release Notes

The World Premium Plus Points of Interest (WPPPOI) - United States is an innovative addition to our data portfolio. Pitney Bowes is committed to continually develop and build upon this state of the art Points of Interest product for our customers. We have an exhaustive roadmap to ensure that we bring the best product to the market so our customers can derive highest value for their business support. This document contains information about World PPOI-USA - Version 3.2 (2016.08) dataset. Complete documentation is located at [oursupportsite](#).


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UNITED STATES  
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## Product Overview

The WPPPOI data product provides information on the location of, and details relating to, a diverse set of business locations, leisure hot spots and geographic features. The locational accuracy of this data has been further enhanced using Pitney Bowes Premium Spectrum Enterprise Geocoding solution to provide the most accurate position for each Point of Interest available. The following are the features of the product:

- It provides access to the largest, globally georeferenced POI dataset.
- The POIs (available in the product) are geocoded using Pitney Bowes' Master Location Data (MLD) Geocoding dataset, thus further enhancing geocoding accuracy.
- The POIs are classified using both the Pitney Bowes MiCode (providing a consumer-friendly classification across products) and the Standard Industrial Classification (SIC) codes. Please note that both these classifications are cross-referenced. The individual POI in the dataset have hierarchical relationships between themselves and others in their 'family'.
- The taxonomy used (within the product) ensures ease of use and global consistency.

As a result, the dataset allow users to make informed decisions around risk analysis, access to services, retail or recreational facilities, location-based marketing and "find my nearest" searches.

## POI Counts

Country	ISO3 Code	POI Counts
United States Of America	USA	27,197,793

## Change Log

- Brandname column (a Standardized name added for identifying unique brand names) has been refined. The column type is described as 'Text' (Text in PostgreSQL and Varchar Max in SQL Server), as the maximum length exceeds the varchar limit of 255 characters. This column is populated only in USA for few brands.
- Standardized STABB (State Abbreviation) Column.

## Known Issues

There are some known issues with the source data. We will strive to address these issues in subsequent releases in a timely fashion. Please contact Technical Support with any questions you may have.

This section covers known issues and behaviors that require further explanation:

- Some invalid values exist in the TradeName and Postcode column including instances where the TradeName is populated as single characters and the Postcode column has some values as 'zeroes'.
- Some invalid values exist in Name, areaname2 and areaName3 columns.
- Some character data was lost (Diacritics) from the Name, TradeName, formattedAddress, mainAddressLine, addressLastLine, areaName1 and areaName3 columns.
- Some duplicates may be encountered in the dataset.
- A few cases of text truncation exist for Name, TradeName, Business\_Line, areaName3, formattedAddress, mainAddressLine, Http, Email and areaName2 columns.
- A few values where Employee\_Here (number of employees at the current location) count mismatches the Employee\_count (total number of employees).

- A few values having inconsistent Status\_Code and Subsidiary\_Indicator mapping.
- The columns of Email, Http, Ticker\_symbol, and Exchange\_Name are mostly empty, except a few countries.
- The SIC8 (code) descriptions are undergoing updates. As a result, some values may not have any or updated description(s) and may have been removed.
- The administrative layers of countries are now standardized. As a result, some areaname4 values may now be blank.