World Premium Points of Interest - Consumer Edition

Version 4.1

Release Notes

The World Premium Points of Interest - Consumer Edition (WPPOI-CSMR) contains the rich set of consumer focused Points of Interest available in the Pitney Bowes' World Premium Points of Interest dataset.Pitney Bowes is committed to ongoing enhancements to this industry leading database to serve our customers' needs. Our roadmap is designed to continually maintain and improve the product so our customers can derive the highest value for their consumer services.

This document contains information about the Version 4.1 WPPOI - Consumer edition dataset. Additional information on all Pitney Bowes Software products is located on our support site.

Complete documentation is located at **our support site**.

Contents:

UNITED STATES
www.pitneybowes.com/us
Technical Support: http://
www.pbinsight.com/support

Product Overview

The World Premium Points of Interest – Consumer Edition (WPPOI - CSMR) dataset provides information on the location of, and details relating to, a diverse set of consumer focused businesses, 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 location available for each Point of Interest.

Some of the feature of the WPPOI - CSMR product are:

- Focused selection of POIs that concentrate on businesses, landmarks, and services relevant to consumers.
- Drawn from the largest, globally geo-referenced POI dataset.
- The POIs are geocoded using Pitney Bowes comprehensive Global Geocoding capabilities.
- The POIs are classified using both the Pitney Bowes MiCode (providing a consumer-friendly classification across products) and the Standard Industrial Classification (SIC) culdoscopies 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 ensures ease of use and global consistency.

The dataset enables users to make informed decisions around access to services, retail or recreational facilities, ideal for location based marketing and "find my nearest" searches.

POI Counts

Country Bundles	Countries	ISO3	POI Counts
Albania	Albania	ALB	1,979
Algeria	Algeria**	DZA	34,925
Angola	Angola	AGO	39,835
Argentina	Argentina	ARG	2,542,210
Australia†	Australia	AUS	608,179
Austria	Austria	AUT	416,430
Bahrain	Bahrain	BHR	10,051
Belarus	Belarus**	BLR	303
Belgium & Luxembourg	Belgium	BEL	1,154,020
Belgium & Luxembourg	Luxembourg	LUX	87,630
Benin	Benin	BEN	6,097
Bosnia & Herzegovina	Bosnia & Herzegovina**	BIH	1,326
Botswana	Botswana	BWA	10,949
Brazil	Brazil	BRA	6,220,765
Brunei	Brunei**	BRN	5,911
Burkina Faso	Burkina Faso	BFA	12,204
Burundi	Burundi	BDI	2,030
Cameroon	Cameroon	CMR	19,518
Canada	Canada	CAN	1,471,740
Chile	Chile	CHL	110,937
Colombia	Colombia**	COL	97,342
Congo	Congo	COG	1,822
Costa Rica	Costa Rica**	CRI	38,580

Country Bundles	Countries	ISO3	POI Counts
Croatia	Croatia	HRV	68,290
Cyprus	Cyprus	CYP	45,442
Czech Republic	Czech Republic	CZE	639,322
Denmark	Denmark	DNK	429,855
Egypt	Egypt	EGY	41,601
El Salvador	El Salvador**	SLV	17,123
Estonia	Estonia	EST	96,328
Finland	Finland	FIN	309,853
France	France	FRA	2,406,549
France	French Guiana	GUF	4,336
France	Guadeloupe	GLP	20,218
France	Martinique	MTQ	17,883
France	Mayotte**	MYT	527
France	Monaco	MCO	1,753
France	Reunion	REU	27,417
France	Saint-Barthélemy**	BLM	2
France	Saint-Martin**	MAF	4
Gabon	Gabon	GAB	5,168
Germany	Germany	DEU	2,988,560
Ghana	Ghana	GHA	21,972
Great Britain	Great Britain	GBR	2,580,580
Greece	Greece	GRC	425,508
Guatemala	Guatemala**	GTM	28,697
Honduras	Honduras**	HND	8,276
Hong Kong	Hong Kong	HKG	175,638
Hungary	Hungary	HUN	247,548
Iceland	Iceland	ISL	69,678
India	India	IND	6,226,341
Indonesia	Indonesia	IDN	159,718
Iraq	Iraq	IRQ	1,299
Ireland	Ireland	IRL	179,799
Italy	Italy	ITA	3,596,929
Italy	San Marino	SMR	1,312
Italy	Vatican City**	VAT	2
Japan	Japan	JPN	2,404,973
Jordan	Jordan**	JOR	29,803
Kenya	Kenya	KEN	4,615
Kosovo	Kosovo**	XKS	303
Kuwait	Kuwait	KWT	4,678
Latvia	Latvia	LVA	143,849
Lebanon	Lebanon	LBN	11,702
Lesotho	Lesotho	LSO	5,500
Lithuania	Lithuania	LTU	53,381
Macau	Macau	MAC	5,683

Country Bundles	Countries	ISO3	POI Counts
Macedonia	Macedonia**	MKD	1,833
Malawi	Malawi	MWI	18,288
Malaysia	Malaysia	MYS	54,417
Mali	Mali	MLI	15,493
Malta	Malta	MLT	38,029
Mauritania	Mauritania	MRT	2,829
Mauritius	Mauritius	MUS	4,661
Mexico	Mexico	MEX	620,871
Minor Americas	**Anguilla****	**AIA**	**3**
Minor Americas	**Antigua And Barbuda****	**ATG**	**4**
Minor Americas	**Aruba****	**ABW**	**3**
Minor Americas	**Bahamas****	**BHS**	**73**
Minor Americas	**Barbados****	**BRB**	**100**
Minor Americas	**Bermuda****	**BMU**	**242**
Minor Americas	**British Virgin Islands****	**VGB**	**11**
Minor Americas	**Cayman Islands****	**CYM**	**39**
Minor Americas	**Cuba****	**CUB**	**346**
Minor Americas	**Dominica****	**DMA**	**107**
Minor Americas	**Dominican Republic****	**DOM**	**3,478**
Minor Americas	**Grenada****	**GRD**	**129**
Minor Americas	**Haiti****	**HTI**	**7**
Minor Americas	**Jamaica****	**JAM**	**74**
Minor Americas	**Montserrat****	**MSR**	**3**
Minor Americas	**Saint Kitts And Nevis****	**KNA**	**59**
Minor Americas	**Saint Lucia****	**LCA**	**12**
Minor Americas	**Saint Vincent And The Grenadines****	**VCT**	**6**
Minor Americas	**Saint-Barthélemy**	**BLM**	**2**
Minor Americas	**Saint-Martin**	**MAF**	**4**
Minor Americas	**Trinidad And Tobago****	**TTO**	**33**
Minor Americas	**Turks And Caicos Islands****	**TCA**	**12**
Moldova	Moldova**	MDA	219
Montenegro	Montenegro	MNE	16,666
Morocco	Morocco	MAR	153,179
Mozambique	Mozambique	MOZ	15,759
Namibia	Namibia	NAM	37,053
Netherlands	Bonaire, Sint Eustatius And Saba**	BES	5
Netherlands	Curaçao**	CUW	1
Netherlands	Netherlands	NLD	699,198
Netherlands	Sint Marten**	SXM	2
New Zealand	New Zealand	NZL	111,085
Nicaragua	Nicaragua**	NIC	10,410
Niger	Niger	NER	19,702
Nigeria	Nigeria	NGA	9,092
Norway	Norway	NOR	469,430

Country Bundles	Countries	ISO3	POI Counts
Oman	Oman	OMN	3,962
Panama	Panama**	PAN	8,926
Peru	Peru**	PER	60,095
Philippines	Philippines	PHL	245,514
Poland	Poland	POL	1,749,507
Portugal	Portugal	PRT	416,225
Qatar	Qatar	QAT	3,389
Romania	Romania	ROU	769,622
Russia	Russia	RUS	1,444,839
Rwanda	Rwanda	RWA	11,376
Saudi Arabia	Saudi Arabia	SAU	92,875
Senegal	Senegal	SEN	14,302
Serbia	Serbia**	SRB	25,173
Singapore	Singapore	SGP	120,050
Slovakia	Slovakia	SVK	194,158
Slovenia	Slovenia	SVN	80,301
South Africa	South Africa	ZAF	464,973
Spain	Andorra	AND	1,405
Spain	Gibraltar**	GIB	21
Spain	Spain	ESP	2,407,375
Swaziland	Swaziland	SWZ	3,026
Sweden	Sweden	SWE	857,507
Switzerland	Liechtenstein	LIE	1,896
Switzerland	Switzerland	CHE	315,825
Taiwan	Taiwan	TWN	135,128
Tanzania	Tanzania	TZA	21,156
Thailand	Thailand	THA	366,854
Togo	Togo	TGO	4,972
Tunisia	Tunisia	TUN	124,364
Turkey	Turkey	TUR	662,088
Uganda	Uganda	UGA	6,986
Ukraine	Ukraine	UKR	365,844
United Arab Emirates	United Arab Emirates	ARE	28,317
United States of America	United States Of America	USA	14,803,283
Uruguay	Uruguay	URY	3,157
Venezuela	Venezuela**	VEN	37
Vietnam	Vietnam**	VNM	577,730
Yemen	Yemen	YEM	420
Zambia	Zambia	ZMB	10,299
Zimbabwe	Zimbabwe	ZWE	10,943
Cumulative			**65,119,693**

** Business data coverage is limited in 47 countries.

† Pitney Bowes understands that Australia has a significant volume of businesses that are self-employed, single operator, SOHO style businesses which are difficult to both monitor and ensure they are in business. Pitney Bowes is actively reviewing these businesses and will include those that we can positively identify as being "in business". However, we believe focusing on businesses with employees that will provide our clients the most significant points of interest for their use cases, applications and business success. Australia World Premium Points of interests is built to ensure we include businesses that employ 1 or more people, this ensures that Pitney Bowes provides a product that covers a business universe which contributes 85% of Australia's economic output.

Change Log

- All USA POI records that were geocoded to a ZIP+2 or ZIP Code centroid level have not been included.
- The Georesult column is now fully populated (**Product Guide - Appendix-C T- Code Georesults Description**).
- Standardized phone numbers and fax numbers in all countries.
- Improved matching algorithms to remove duplicate records from United States Of America, Canada and Great Britain.
- Improved ATM Coverage in India.
- Where multi-brand automobile showrooms are present in the data, the brand name column now contains all the brands offered at the site.
- Consolidated 22 minor islands into one country bundle (MAM) (highlighted in bold refer: **POI Counts**)
- Further improvements have been made to standardize brand names within the data. The table below indicates how many brand names are currently standardized for each country:

Country	Brandname Counts
Australia	127
Canada	215
Great Britain	543
United States Of America	1,998

A full list of standardized brand names is included **here**

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 character and the Postcode column has some values as 'zeroes'.
- Some invalid values exist in Name, areaName1, areaname2 and areaName3 columns.
- Some diacritics are missing from the Name, TradeName, formattedAddress, mainAddressLine, addressLastLine, areaName1 and areaName3 columns.
- Some duplicates may be encountered in the dataset.
- There are a few instances of text truncation exist for the Name, TradeName, Business_Line, areaName3, formattedAddress, mainAddressLine, Http, Email and areaName2 columns.
- There are a few instances where the Employee_Here (number of employees at the current location) count mismatches the Employee_count (total number of employees).
- There are a few instances that have inconsistent Status_Code and Subsidiary_Indicator mapping.
- The Email, Http, Ticker_symbol, and Exchange_Name columns are not populated for many 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 layer names of countries are not standarized. As a result, some areaname4 values may be blank. There are a few instances where different variations of the same name are encountered in the areaName1 column.
- There are few mismatches in areaName1 and Stabb field as areaName1 is not necessarily the highest hierarchal administrative region, whereas, Stabb field is the highest available administrative region.
- There are a few instances where the formatting of telephone and fax numbers is incorrect in India, Netherland, Denmark, Czech Republic, Cyprus, Montenegro, Australia.
- Mainaddressline and formattedaddress are not standardized in few records.
- There are a few instances where House number / Street Name is appearing twice in mainaddressline.
- There are a few instances where the areaname3 is populated with the name of a different admin level.
- Brandname standardization is a work in progress. As a result, there may some inconsistencies in brand names.
- Classification (trade_division, Group) is null for few records where micode is "10833906" in Germany.