

World Premium Points of Interest

Version 4.1

Release Notes

The World Premium Points of Interest (WPPOI) 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 Version 4.1 dataset. Complete documentation is located at [our support site](#).

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

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Product Overview

The WPOI data product provides 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 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) 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 allows 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 BUNDLES	COUNTRIES	ISO3	POI Counts
Albania	Albania	ALB	3,681
Algeria	Algeria**	DZA	39,120
Angola	Angola	AGO	42,705
Argentina	Argentina	ARG	3,705,128
Australia†	Australia	AUS	1,030,182
Austria	Austria	AUT	613,259
Bahrain	Bahrain	BHR	19,580
Belarus	Belarus**	BLR	303
Belgium & Luxembourg	Belgium	BEL	1,761,305
Belgium & Luxembourg	Luxembourg	LUX	136,152
Benin	Benin	BEN	7,286
Bosnia & Herzegovina	Bosnia & Herzegovina**	BIH	1,330
Botswana	Botswana	BWA	12,527
Brazil	Brazil	BRA	9,485,271
Brunei	Brunei**	BRN	7,110
Burkina Faso	Burkina Faso	BFA	13,512
Burundi	Burundi	BDI	2,673
Cameroon	Cameroon	CMR	27,006
Canada	Canada	CAN	2,296,757
Chile	Chile	CHL	170,656
Colombia	Colombia**	COL	106,757
Congo	Congo	COG	2,745
Costa Rica	Costa Rica**	CRI	52,494
Croatia	Croatia	HRV	161,666

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Cyprus	Cyprus	CYP	75,371
Czech Republic	Czech Republic	CZE	1,376,620
Denmark	Denmark	DNK	646,103
Egypt	Egypt	EGY	99,290
El Salvador	El Salvador**	SLV	25,633
Estonia	Estonia	EST	188,456
Finland	Finland	FIN	523,825
France	France	FRA	3,925,037
France	French Guiana	GUF	7,378
France	Guadeloupe	GLP	34,739
France	Martinique	MTQ	35,682
France	Mayotte**	MYT	528
France	Monaco	MCO	3,946
France	Reunion	REU	45,027
France	Saint-Barthélemy**	BLM	2
France	Saint-Martin**	MAF	4
Gabon	Gabon	GAB	6,157
Germany	Germany	DEU	4,926,155
Ghana	Ghana	GHA	42,928
Great Britain	Great Britain	GBR	4,372,808
Greece	Greece	GRC	607,320
Guatemala	Guatemala**	GTM	35,124
Honduras	Honduras**	HND	9,649
Hong Kong	Hong Kong	HKG	374,520
Hungary	Hungary	HUN	511,471
Iceland	Iceland	ISL	95,065
India	India	IND	6,973,365
Indonesia	Indonesia	IDN	251,092
Iraq	Iraq	IRQ	5,721
Ireland	Ireland	IRL	299,978
Italy	Italy	ITA	6,643,993
Italy	San Marino	SMR	3,263
Italy	Vatican City**	VAT	2
Japan	Japan	JPN	4,356,091
Jordan	Jordan**	JOR	31,850
Kenya	Kenya	KEN	49,534
Kosovo	Kosovo**	XKS	303
Kuwait	Kuwait	KWT	8,949
Latvia	Latvia	LVA	198,433
Lebanon	Lebanon	LBN	38,130
Lesotho	Lesotho	LSO	5,677
Lithuania	Lithuania	LTU	100,274
Macau	Macau	MAC	11,356
Macedonia	Macedonia**	MKD	1,833

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Malawi	Malawi	MWI	21,828
Malaysia	Malaysia	MYS	116,829
Mali	Mali	MLI	16,555
Malta	Malta	MLT	43,201
Mauritania	Mauritania	MRT	3,631
Mauritius	Mauritius	MUS	94,939
Mexico	Mexico	MEX	1,085,548
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	120
Minor Americas	Dominican Republic**	DOM	4,159
Minor Americas	Grenada**	GRD	132
Minor Americas	Haiti**	HTI	7
Minor Americas	Jamaica**	JAM	74
Minor Americas	Montserrat**	MSR	3
Minor Americas	Saint Kitts And Nevis**	KNA	71
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	32,303
Morocco	Morocco	MAR	438,170
Mozambique	Mozambique	MOZ	18,364
Namibia	Namibia	NAM	38,999
Netherlands	Bonaire, Sint Eustatius And Saba**	BES	5
Netherlands	Curaçao**	CUW	1
Netherlands	Netherlands	NLD	1,546,929
Netherlands	Sint Marten**	SXM	2
New Zealand	New Zealand	NZL	142,097
Nicaragua	Nicaragua**	NIC	11,933
Niger	Niger	NER	20,543
Nigeria	Nigeria	NGA	38,242
Norway	Norway	NOR	745,298
Oman	Oman	OMN	6,618

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Panama	Panama**	PAN	11,817
Peru	Peru**	PER	63,086
Philippines	Philippines	PHL	345,041
Poland	Poland	POL	3,126,605
Portugal	Portugal	PRT	686,319
Qatar	Qatar	QAT	5,855
Romania	Romania	ROU	1,368,305
Russia	Russia	RUS	3,383,956
Rwanda	Rwanda	RWA	12,759
Saudi Arabia	Saudi Arabia	SAU	109,429
Senegal	Senegal	SEN	16,929
Serbia	Serbia**	SRB	25,757
Singapore	Singapore	SGP	315,404
Slovakia	Slovakia	SVK	407,037
Slovenia	Slovenia	SVN	174,110
South Africa	South Africa	ZAF	659,418
Spain	Andorra	AND	2,434
Spain	Gibraltar**	GIB	21
Spain	Spain	ESP	3,587,135
Swaziland	Swaziland	SWZ	3,473
Sweden	Sweden	SWE	1,450,278
Switzerland	Liechtenstein	LIE	7,269
Switzerland	Switzerland	CHE	599,796
Taiwan	Taiwan	TWN	388,481
Tanzania	Tanzania	TZA	24,183
Thailand	Thailand	THA	680,409
Togo	Togo	TGO	6,054
Tunisia	Tunisia	TUN	125,830
Turkey	Turkey	TUR	1,132,791
Uganda	Uganda	UGA	10,066
Ukraine	Ukraine	UKR	680,815
United Arab Emirates	United Arab Emirates	ARE	96,635
United States of America	United States Of America	USA	24,198,097
Uruguay	Uruguay	URY	8,123
Venezuela	Venezuela**	VEN	37
Vietnam	Vietnam**	VNM	694,642
Yemen	Yemen	YEM	1,591
Zambia	Zambia	ZMB	12,504
Zimbabwe	Zimbabwe	ZWE	11,985
Cumulative			105,510,079

** 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	2,013

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 standardized. 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.
- 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.