

World Premium Plus Points of Interest - United States Of America

Version 4.1

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 WPPPOI- USA - 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](http://www.pbinsight.com/support)

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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	24,254,812

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**).
- The Formatting of the Phone numbers and fax numbers has been standardized
- An improved matching algorithm has been used to remove duplicate records.
- Where multi-brand automobile showrooms are present in the data, the brand name column now contains all the brands offered at the site.
- Further improvements have been made to standardize brand names within the data. The table below indicates how many brand names are currently standardized for the USA.

Country	Brandname Counts
United States Of America	2,013

A full list of the standardized brand names can be found [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.