

# World PPOI- USA

## Consumer Edition

Version 3.2 (2016.09)

# Release Notes

The World Premium Plus Points of Interest - Consumer Edition (WPPPOI - CSMR) United States Of America dataset is an innovative addition to our data portfolio. Pitney Bowes is committed to ongoing enhancements to this industry leading database to serve our customers' needs. Our road map 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 3.2 (2016.09) WPPPOI - CSMR United States dataset. Additional information on all Pitney Bowes Software products is located on [our support site](#).


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UNITED STATES  
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## Product Overview

The World Premium Plus Points of Interest – Consumer Edition(WPPPOI - CSMR) United States 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 with Master Location Data (MLD) to provide the most accurate location available for each Point of Interest.

Some of the feature of the WPPPOI - CSMR United States product are:

- Focused selection of POIs that concentrate on businesses, landmarks, and services relevant to consumers.
- Provides access to the largest USA geo-referenced POI dataset.
- The POIs are geocoded using Pitney Bowes comprehensive Global Geocoding capabilities with Ordnance Survey data.
- 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 ensures ease of use and global consistency.

The dataset, enables users to make informed decisions around 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	15,284,111

## Change Log

- All USA POI records that were geocoded to a ZIP+2 or ZIP Code centroid level have not been included.
- The georesult for TomTom records has been updated as T1. **Definition of T1:** *Source POI has been digitized / manually edited or Geocoded to achieve highest level of positional accuracy.*
- Length of STABB column has been changed to 5.
- Standardized mainAddressLine and formattedAddress.
- For USA, STABB column has been appended to addressLastLine and formattedAddress.

## 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.
- 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.
- The administrative layers of countries are now standarized. As a result, some areaname4 values may now be blank.