

# World Premium Points of Interest-Consumer Edition

**Version 3.2 (2016.11)**

## 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 3.2 (2016.11) 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](#).

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## 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	Countries Included	ISO3 Code	POI Counts
ALBANIA	ALBANIA	ALB	1,964
ANGOLA	ANGOLA	AGO	39,836
ARGENTINA	ARGENTINA	ARG	2,487,500
AUSTRALIA	AUSTRALIA	AUS	558,947
AUSTRIA	AUSTRIA	AUT	416,080
BAHRAIN	BAHRAIN	BHR	10,046
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,148,716
	LUXEMBOURG	LUX	88,965
BENIN	BENIN	BEN	6,093
BOTSWANA	BOTSWANA	BWA	10,858
BRAZIL	BRAZIL	BRA	6,370,996
BURKINA FASO	BURKINA FASO	BFA	12,204
BURUNDI	BURUNDI	BDI	2,031
CAMEROON	CAMEROON	CMR	19,508
CANADA	CANADA	CAN	1,466,340
CHILE	CHILE	CHL	110,960
CONGO	CONGO	COG	1,816
CROATIA	CROATIA	HRV	68,935
CYPRUS	CYPRUS	CYP	164,650
CZECH REPUBLIC	CZECH REPUBLIC	CZE	591,532
DENMARK	DENMARK	DNK	434,276
EGYPT	EGYPT	EGY	41,585

Country	Countries Included	ISO3 Code	POI Counts
ESTONIA	ESTONIA	EST	95,241
FINLAND	FINLAND	FIN	312,223
FRANCE	FRENCH GUIANA	GUF	7,600
	REUNION	REU	33,098
	MAYOTTE	MYT	527
	GUADELOUPE	GLP	23,683
	MONACO	MCO	1,729
	FRANCE	FRA	3,212,615
	MARTINIQUE	MTQ	22,726
GABON	GABON	GAB	5,165
GERMANY	GERMANY	DEU	2,916,711
GHANA	GHANA	GHA	21,960
GREAT BRITAIN	GREAT BRITAIN	GBR	2,771,862
GREECE	GREECE	GRC	420,224
HONG KONG	HONG KONG	HKG	175,189
HUNGARY	HUNGARY	HUN	248,472
ICELAND	ICELAND	ISL	69,491
INDIA	INDIA	IND	6,873,120
INDONESIA	INDONESIA	IDN	159,923
IRAQ	IRAQ	IRQ	1,291
IRELAND	IRELAND	IRL	178,262
ITALY	ITALY	ITA	3,598,187
	SAN MARINO	SMR	1,310
	VATICAN	VAT	2
JAPAN	JAPAN	JPN	2,395,371
KENYA	KENYA	KEN	4,583
KUWAIT	KUWAIT	KWT	4,715
LATVIA	LATVIA	LVA	146,385
LEBANON	LEBANON	LBN	11,688
LESOTHO	LESOTHO	LSO	5,489
LITHUANIA	LITHUANIA	LTU	60,536
MACAU	MACAU	MAC	5,663
MALAWI	MALAWI	MWI	18,277
MALAYSIA	MALAYSIA	MYS	54,328
MALI	MALI	MLI	15,492
MALTA	MALTA	MLT	38,081
MAURITANIA	MAURITANIA	MRT	2,825
MAURITIUS	MAURITIUS	MUS	4,649
MEXICO	MEXICO	MEX	611,112
MONTENEGRO	MONTENEGRO	MNE	20,131
MOROCCO	MOROCCO	MAR	153,186
MOZAMBIQUE	MOZAMBIQUE	MOZ	15,749
NAMIBIA	NAMIBIA	NAM	36,929

Country	Countries Included	ISO3 Code	POI Counts
NETHERLANDS	NETHERLANDS	NLD	703,618
NEW ZEALAND	NEW ZEALAND	NZL	111,252
NIGER	NIGER	NER	19,689
NIGERIA	NIGERIA	NGA	8,361
NORWAY	NORWAY	NOR	465,395
OMAN	OMAN	OMN	3,891
PHILIPPINES	PHILIPPINES	PHL	229,970
POLAND	POLAND	POL	1,201,477
PORTUGAL	PORTUGAL	PRT	426,829
QATAR	QATAR	QAT	3,376
ROMANIA	ROMANIA	ROU	786,224
RUSSIA	RUSSIA	RUS	1,300,913
RWANDA	RWANDA	RWA	11,373
SAUDI ARABIA	SAUDI ARABIA	SAU	92,854
SENEGAL	SENEGAL	SEN	14,299
SINGAPORE	SINGAPORE	SGP	119,540
SLOVAKIA	SLOVAKIA	SVK	185,634
SLOVENIA	SLOVENIA	SVN	80,204
SOUTH AFRICA	SOUTH AFRICA	ZAF	465,029
SPAIN	GIBRALTAR	GIB	21
	SPAIN	ESP	2,584,092
	ANDORRA	AND	1,399
SWAZILAND	SWAZILAND	SWZ	3,010
SWEDEN	SWEDEN	SWE	852,338
SWITZERLAND	LIECHTENSTEIN	LIE	2,002
	SWITZERLAND	CHE	314,107
TAIWAN	TAIWAN	TWN	140,728
TANZANIA	TANZANIA	TZA	21,145
THAILAND	THAILAND	THA	360,423
TOGO	TOGO	TGO	4,971
TUNISIA	TUNISIA	TUN	124,413
TURKEY	TURKEY	TUR	678,780
UGANDA	UGANDA	UGA	6,931
UKRAINE	UKRAINE	UKR	352,576
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	24,791
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	14,460,745
URUGUAY	URUGUAY	URY	3,123
VIETNAM	VIETNAM	VNM	577,730
YEMEN	YEMEN	YEM	419
ZAMBIA	ZAMBIA	ZMB	10,283
ZIMBABWE	ZIMBABWE	ZWE	10,929
<b>Cumulative</b>			<b>65,574,522</b>

### **\*Notes for Australia:**

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.
- All TomTom records have a geosresult (**Product Guide - Appendix-CT- Code Geosresults Description**)
- Standardized mainAddressLine and formattedAddress.
- For USA, STABB column has been appended to addressLastLine and formattedAddress.
- Approximately 600 new brands have been standardized in USA.
- Added two new countries : Vietnam and Romania.
- Standardized phone numbers in Canada and Australia.

## **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 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 layer names of countries are not standardized. As a result, some areaname4 values may be blank. There are a few values 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.
- Mismatch formats for telephone and fax numbers in few records.
- Mainaddressline and formattedaddress are not standardized in few records.
- Few cases where House number / Street Name is appearing twice in mainaddressline.
- Few instances where Areaname3 has information about other admin levels.
- Brandname standardization is a work in progress. As a result, there may some inconsistencies in brandnames.