

World Premium Points of Interest

Version 3.2 (2016.12)

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 3.2 (2016.12) dataset. Complete documentation is located at [our support site](#).

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UNITED STATES
pitneybowes.com/software
Technical Support: support.pb.com

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Product Overview

The WPPOI 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	ISO3 Code	Countries Included	POI Counts
Albania	ALB	Albania	3,650
Algeria	DZA	Algeria**	39,120
Angola	AGO	Angola	42,687
Anguilla	AIA	Anguilla**	3
Antigua And Barbuda	ATG	Antigua And Barbuda**	4
Argentina	ARG	Argentina	3,624,868
Aruba	ABW	Aruba**	3
Australia†	AUS	Australia	987,609
Austria	AUT	Austria	613,304
Bahamas	BHS	Bahamas**	73
Bahrain	BHR	Bahrain	19,569
Barbados	BRB	Barbados**	100
Belarus	BLR	Belarus**	303
Belgium & Luxembourg	BEL	Belgium	1,758,657
	LUX	Luxembourg	135,622
Benin	BEN	Benin	7,276
Bermuda	BMU	Bermuda**	242
Bosnia & Herzegovina	BIH	Bosnia & Herzegovina**	1,330
Botswana	BWA	Botswana	12,484
Brazil	BRA	Brazil	9,484,968
British Virgin Islands	VGB	British Virgin Islands**	11
Brunei	BRN	Brunei**	7,110
Burkina Faso	BFA	Burkina Faso	13,510
Burundi	BDI	Burundi	2,670

Country	ISO3 Code	Countries Included	POI Counts
Cameroon	CMR	Cameroon	26,992
Canada	CAN	Canada	2,296,057
Cayman Islands	CYM	Cayman Islands**	39
Chile	CHL	Chile	170,539
Colombia	COL	Colombia**	106,757
Congo	COG	Congo	2,743
Costa Rica	CRI	Costa Rica**	52,494
Croatia	HRV	Croatia	162,152
Cuba	CUB	Cuba**	346
Cyprus	CYP	Cyprus	196,881
Czech Republic	CZE	Czech Republic	1,293,099
Denmark	DNK	Denmark	652,756
Dominica	DMA	Dominica**	120
Dominican Republic	DOM	Dominican Republic**	4,159
Egypt	EGY	Egypt	99,242
El Salvador	SLV	El Salvador**	25,633
Estonia	EST	Estonia	187,166
Finland	FIN	Finland	524,521
France	FRA	France	4,916,960
	GUF	French Guiana	12,959
	GLP	Guadeloupe	36,843
	MTQ	Martinique	40,870
	MYT	Mayotte**	528
	BLM	Saint-Barthélemy**	2
	REU	Reunion	49,380
	MAF	Saint-Martin**	4
MCO	Monaco	3,869	
Gabon	GAB	Gabon	6,154
Germany	DEU	Germany	4,915,027
Ghana	GHA	Ghana	42,906
Great Britain	GBR	Great Britain	4,382,212
Greece	GRC	Greece	603,273
Grenada	GRD	Grenada**	132
Guatemala	GTM	Guatemala**	35,124
Haiti	HTI	Haiti**	7
Honduras	HND	Honduras**	9,649
Hong Kong	HKG	Hong Kong	376,740
Hungary	HUN	Hungary	512,594
Iceland	ISL	Iceland	95,046
India	IND	India	10,065,471
Indonesia	IDN	Indonesia	250,864
Iraq	IRQ	Iraq	5,685
Ireland	IRL	Ireland	299,958

Country	ISO3 Code	Countries Included	POI Counts
Italy	ITA	Italy	6,641,454
	SMR	San Marino	3,255
	VAT	Vatican City**	2
Jamaica	JAM	Jamaica**	74
Japan	JPN	Japan	4,341,769
Jordan	JOR	Jordan**	31,850
Kenya	KEN	Kenya	49,487
Kosovo	XKS	Kosovo**	303
Kuwait	KWT	Kuwait	8,938
Latvia	LVA	Latvia	198,464
Lebanon	LBN	Lebanon	38,094
Lesotho	LSO	Lesotho	5,669
Lithuania	LTU	Lithuania	100,211
Macau	MAC	Macau	11,348
Macedonia	MKD	Macedonia**	1,833
Malawi	MWI	Malawi	21,815
Malaysia	MYS	Malaysia	116,641
Mali	MLI	Mali	16,552
Malta	MLT	Malta	43,193
Mauritania	MRT	Mauritania	3,630
Mauritius	MUS	Mauritius	94,925
Mexico	MEX	Mexico	1,085,165
Moldova	MDA	Moldova**	219
Montenegro	MNE	Montenegro	42,176
Montserrat	MSR	Montserrat**	3
Morocco	MAR	Morocco	438,157
Mozambique	MOZ	Mozambique	18,355
Namibia	NAM	Namibia	38,871
Netherlands	NLD	Netherlands	1,554,729
	BES	Bonaire, Sint Eustatius And Saba**	5
	SXM	Sint Marten**	2
	CUW	Curaçao**	1
New Zealand	NZL	New Zealand	142,835
Nicaragua	NIC	Nicaragua**	11,933
Niger	NER	Niger	20,534
Nigeria	NGA	Nigeria	38,007
Norway	NOR	Norway	742,259
Oman	OMN	Oman	6,615
Panama	PAN	Panama**	11,817
Peru	PER	Peru**	63,086
Philippines	PHL	Philippines	343,960
Poland	POL	Poland	2,971,574
Portugal	PRT	Portugal	691,202

Country	ISO3 Code	Countries Included	POI Counts
Qatar	QAT	Qatar	5,839
Romania	ROU	Romania	1,377,179
Russia	RUS	Russia	3,407,341
Rwanda	RWA	Rwanda	12,746
Saint Kitts And Nevis	KNA	Saint Kitts And Nevis**	71
Saint Lucia	LCA	Saint Lucia**	12
Saint Vincent And The Grenadines	VCT	Saint Vincent And The Grenadines**	6
Saudi Arabia	SAU	Saudi Arabia	109,360
Senegal	SEN	Senegal	16,922
Serbia	SRB	Serbia**	25,757
Singapore	SGP	Singapore	316,128
Slovakia	SVK	Slovakia	396,608
Slovenia	SVN	Slovenia	174,810
South Africa	ZAF	South Africa	660,594
Spain	AND	Andorra	2,408
	GIB	Gibraltar**	21
	ESP	Spain	3,587,119
Swaziland	SWZ	Swaziland	3,464
Sweden	SWE	Sweden	1,457,542
Switzerland	LIE	Liechtenstein	7,159
	CHE	Switzerland	598,660
Taiwan	TWN	Taiwan	392,140
Tanzania	TZA	Tanzania	24,152
Thailand	THA	Thailand	680,356
Togo	TGO	Togo	6,050
Trinidad And Tobago	TTO	Trinidad And Tobago**	33
Tunisia	TUN	Tunisia	125,759
Turkey	TUR	Turkey	1,132,327
Turks And Caicos Islands	TCA	Turks And Caicos Islands**	12
Uganda	UGA	Uganda	10,022
Ukraine	UKR	Ukraine	672,507
United Arab Emirates	ARE	United Arab Emirates	95,257
United States of America	USA	United States Of America	24,257,419
Uruguay	URY	Uruguay	8,074
Venezuela	VEN	Venezuela**	37
Vietnam	VNM	Vietnam**	694,642
Yemen	YEM	Yemen	1,586
Zambia	ZMB	Zambia	12,488
Zimbabwe	ZWE	Zimbabwe	11,966
Cumulative			109,454,711

** 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.
- All TomTom records have a geosresult (Product Guide - **Appendix-C T- Code Georesults Description**).
- Added new 43 countries as listed in table as seen above (**Highlighted in bold - refer POI Counts**)
- Standardized phone numbers and fax numbers in all countries except India, Netherland, Denmark, Czech Republic, Cyprus, Montenegro, Australia.
- Improved matching algorithms to remove duplicate records from United States Of America, Canada and Great Britain.
- Improved ATM Coverage in India.
- Brand name column for Multi-brand automobile showrooms is populated as a fusion of all the brands present in the showroom.
- Improve Brand name standardization and has been Standardised for respective countries:

Country	Brandname Counts
Australia	128
Canada	215
Great Britain	543
United States Of America	2,013

For detail view click [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 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 for few records in India, Netherland, Denmark, Czech Republic, Cyprus, Montenegro, Australia.
- 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 be some inconsistencies in brand names.
- Classification (trade_division, Group) is null for few records where micode is "10833907" in Belgium, Finland, Indonesia, Kenya, Netherland, Singapore, Thailand.