

# World Premium Points of Interest - Consumer Edition

Version 3.2 (2016.12)

## 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 (2016.12) 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](#).

### Contents:

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<a href="#">Product Overview</a>	2
<a href="#">POI Counts</a>	2
<a href="#">Change Log</a>	6
<a href="#">Known Issues</a>	7

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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	ISO3 Code	Countries Included	POI Counts
Albania	ALB	Albania	1,961
Algeria	DZA	Algeria**	34,925
Angola	AGO	Angola	39,832
Anguilla	AIA	Anguilla**	3
Antigua And Barbuda	ATG	Antigua And Barbuda**	4
Argentina	ARG	Argentina	2,484,431
Aruba	ABW	Aruba**	3
Australia†	AUS	Australia	575,989
Austria	AUT	Austria	416,358
Bahamas	BHS	Bahamas**	73
Bahrain	BHR	Bahrain	10,049
Barbados	BRB	Barbados**	100
Belarus	BLR	Belarus**	303
Belgium & Luxembourg	BEL	Belgium	1,153,009
	LUX	Luxembourg	88,157
Benin	BEN	Benin	6,096
Bermuda	BMU	Bermuda**	242
Bosnia & Herzegovina	BIH	Bosnia & Herzegovina**	1,326
Botswana	BWA	Botswana	10,922
Brazil	BRA	Brazil	6,220,722
British Virgin Islands	VGB	British Virgin Islands**	11
Brunei	BRN	Brunei**	5,911
Burkina Faso	BFA	Burkina Faso	12,204

Burundi	BDI	Burundi	2,030
Cameroon	CMR	Cameroon	19,508
Canada	CAN	Canada	1,472,573
Cayman Islands	<b>CYM</b>	<b>Cayman Islands**</b>	39
Chile	CHL	Chile	110,917
Colombia	<b>COL</b>	<b>Colombia**</b>	97,342
Congo	COG	Congo	1,821
Costa Rica	<b>CRI</b>	<b>Costa Rica**</b>	38,580
Croatia	HRV	Croatia	68,494
Cuba	<b>CUB</b>	<b>Cuba**</b>	346
Cyprus	CYP	Cyprus	164,650
Czech Republic	CZE	Czech Republic	591,532
Denmark	DNK	Denmark	434,276
Dominica	<b>DMA</b>	<b>Dominica**</b>	107
Dominican Republic	<b>DOM</b>	<b>Dominican Republic**</b>	3,478
Egypt	EGY	Egypt	41,593
El Salvador	<b>SLV</b>	<b>El Salvador**</b>	17,123
Estonia	EST	Estonia	95,827
Finland	FIN	Finland	310,415
France	FRA	France	3,207,554
	GUF	French Guiana	7,611
	GLP	Guadeloupe	22,891
	MTQ	Martinique	21,984
	MYT	Mayotte**	527
	<b>BLM</b>	<b>Saint-Barthélemy**</b>	2
	REU	Reunion	30,852
	<b>MAF</b>	<b>Saint-Martin**</b>	4
MCO	Monaco	1,729	
Gabon	GAB	Gabon	5,166
Germany	DEU	Germany	2,986,481
Ghana	GHA	Ghana	21,968
Great Britain	GBR	Great Britain	2,581,833
Greece	GRC	Greece	421,759
Grenada	<b>GRD</b>	<b>Grenada**</b>	129
Guatemala	<b>GTM</b>	<b>Guatemala**</b>	28,697
Haiti	<b>HTI</b>	<b>Haiti**</b>	7
Honduras	<b>HND</b>	<b>Honduras**</b>	8,276
Hong Kong	HKG	Hong Kong	176,104
Hungary	HUN	Hungary	248,064
Iceland	ISL	Iceland	69,670
India	IND	India	6,942,074
Indonesia	IDN	Indonesia	158,701
Iraq	IRQ	Iraq	1,298
Ireland	IRL	Ireland	180,016

Italy	ITA	Italy	3,595,277
	SMR	San Marino	1,310
	VAT	Vatican City**	2
Jamaica	<b>JAM</b>	<b>Jamaica**</b>	74
Japan	JPN	Japan	2,395,340
Jordan	<b>JOR</b>	<b>Jordan**</b>	29,803
Kenya	KEN	Kenya	4,605
Kosovo	<b>XKS</b>	<b>Kosovo**</b>	303
Kuwait	KWT	Kuwait	4,676
Latvia	LVA	Latvia	143,939
Lebanon	LBN	Lebanon	11,696
Lesotho	LSO	Lesotho	5,491
Lithuania	LTU	Lithuania	53,343
Macau	MAC	Macau	5,672
Macedonia	<b>MKD</b>	<b>Macedonia**</b>	1,833
Malawi	MWI	Malawi	18,285
Malaysia	MYS	Malaysia	54,380
Mali	MLI	Mali	15,494
Malta	MLT	Malta	38,046
Mauritania	MRT	Mauritania	2,829
Mauritius	MUS	Mauritius	4,654
Mexico	MEX	Mexico	619,993
Moldova	<b>MDA</b>	<b>Moldova**</b>	219
Montenegro	MNE	Montenegro	20,131
Montserrat	<b>MSR</b>	<b>Montserrat**</b>	3
Morocco	MAR	Morocco	153,173
Mozambique	MOZ	Mozambique	15,754
Namibia	NAM	Namibia	36,987
Netherlands	NLD	Netherlands	701,847
	<b>BES</b>	<b>Bonaire, Sint Eustatius And Saba**</b>	5
	<b>SXM</b>	<b>Sint Marten**</b>	2
	<b>CUW</b>	<b>Curaçao**</b>	1
New Zealand	NZL	New Zealand	111,709
Nicaragua	<b>NIC</b>	<b>Nicaragua**</b>	10,410
Niger	NER	Niger	19,699
Nigeria	NGA	Nigeria	9,014
Norway	NOR	Norway	467,242
Oman	OMN	Oman	3,961
Panama	<b>PAN</b>	<b>Panama**</b>	8,926
Peru	<b>PER</b>	<b>Peru**</b>	60,095
Philippines	PHL	Philippines	244,924
Poland	POL	Poland	1,649,831
Portugal	PRT	Portugal	420,626
Qatar	QAT	Qatar	3,388
Romania	ROU	Romania	792,116

Russia	RUS	Russia	1,458,080
Rwanda	RWA	Rwanda	11,372
Saint Kitts And Nevis	<b>KNA</b>	<b>Saint Kitts And Nevis**</b>	59
Saint Lucia	<b>LCA</b>	<b>Saint Lucia**</b>	12
Saint Vincent And The Grenadines	<b>VCT</b>	<b>Saint Vincent And The Grenadines**</b>	6
Saudi Arabia	SAU	Saudi Arabia	92,863
Senegal	SEN	Senegal	14,302
Serbia	<b>SRB</b>	<b>Serbia**</b>	25,173
Singapore	SGP	Singapore	120,276
Slovakia	SVK	Slovakia	187,925
Slovenia	SVN	Slovenia	80,614
South Africa	ZAF	South Africa	466,014
Spain	AND	Andorra	1,390
	GIB	Gibraltar**	21
	ESP	Spain	2,406,968
Swaziland	SWZ	Swaziland	3,020
Sweden	SWE	Sweden	861,243
Switzerland	LIE	Liechtenstein	1,877
	CHE	Switzerland	315,423
Taiwan	TWN	Taiwan	138,539
Tanzania	TZA	Tanzania	21,147
Thailand	THA	Thailand	366,857
Togo	TGO	Togo	4,973
Trinidad And Tobago	<b>TTO</b>	<b>Trinidad And Tobago**</b>	33
Tunisia	TUN	Tunisia	124,390
Turkey	TUR	Turkey	680,201
Turks And Caicos Islands	<b>TCA</b>	<b>Turks And Caicos Islands**</b>	12
Uganda	UGA	Uganda	6,963
Ukraine	UKR	Ukraine	351,791
United Arab Emirates	ARE	United Arab Emirates	28,252
United States of America	USA	United States Of America	14,818,049
Uruguay	URY	Uruguay	3,131
Venezuela	<b>VEN</b>	<b>Venezuela**</b>	37
Vietnam	VNM	Vietnam**	577,730
Yemen	YEM	Yemen	420
Zambia	ZMB	Zambia	10,288
Zimbabwe	ZWE	Zimbabwe	10,931
Cumulative			<b>66,584,169</b>

\*\* 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 georesult (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	119
Canada	208
Great Britain	532
United States Of America	1,998

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 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.
- Classification (trade\_division, Group) is null for few records where micode is "10833907" in Belgium, Finland, Indonesia, Kenya, Netherland, Singapore, Thailand.