

World Premium Plus Points of Interest - United States Of America

Version 3.2 (2016.12)

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

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UNITED STATES
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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	24,288,138

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**).
- Standardized phone numbers and fax numbers
- Improved matching algorithms to remove duplicate records.
- 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
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 hierarchical 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 of other admin levels.
- Brandname standardization is a work in progress. As a result, there may be some inconsistencies in brand names.