

# World Premium Plus Points of Interest -Consumer Edition - Great Britain

Version 3.2 (2016.12)

## Release Notes

The World Premium Plus Points of Interest - Consumer Edition (WPPPOI - CSMR) Great Britain 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 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) WPPPOI - Consumer edition Great Britain dataset. Additional information on all Pitney Bowes Software products is located on [our support site](#).

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## Product Overview

The World Premium Plus Points of Interest – Consumer Edition (WPPPOI - CSMR) Great Britain 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 Ordnance Survey data to provide the most accurate location available for each Point of Interest.

Some of the feature of the WPPPOI - CSMR Great Britain product are:

- Focused selection of POIs that concentrate on businesses, landmarks, and services relevant to consumers.
- Provides access to the largest UK 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.
- Additional attributes in the Premium Plus product also provides information on the building, such as the status of the address and its Unique Property Reference Number (UPRN).

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	POI Counts
Great Britain (AddressBase)	2,582,946

## Change Log

- 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 Brandname standardization and has been Standardised for respective countries:

Country	Brandname Counts
Great Britain	532

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 characters 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.
- Few cases of text truncation exist for Name, TradeName, Business\_Line, areaname3, formattedaddress, mainaddressLine, Http, Email and areaname2 columns.
- Few values where Employee\_Here (number of employees at the current location) count mismatches the Employee\_count (total number of employees).
- 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 layers of countries are now standardized. As a result, some areaname values may now be blank. There are a few values where different variations of the same name are encountered in the areaName1 column.
- Few records where areaname1 is invalid (example: -, ABERDEENSHIRE ABERDE, ABERDEENSHIRE SCOTLA) or incorrectly updated (with entries such as NONE, ROAD, AVENUE, LANE, DRIVE, ERROR, SELECT STATE) also exist.
- If the Georesult code does not contain character H (house number), it signifies that the Unique Property Reference Number (UPRN) assigned may belong to adjacent properties. The dataset has around 2% of such records.
- 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 be some inconsistencies in brand names.

**Note:** The Georesult column indicates the success or failure of the geocoding operation as well as conveys information about the quality of the match. Each character of the Georesult code indicates the level of precision of each address component matched.