pitney bowes

World Premium Points of Interest

Data Model Version 4.10
Source Data Version 2017.09

Product Guide

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Introduction

World Premium Points of Interest (WPPOI) is an innovative addition to our data portfolio. The WPPOI data product contains the location and details related to, a diverse set of business locations, leisure hot spots and geographic features. The WPPOI data utilizes Pitney Bowes' Spectrum Enterprise Geocoding solution to position each Point of Interest (POI) as accurately as possible.

This Product Guide provides information on the WPPOI dataset including installation, geographical coverage, and schema. The documentation also provides useful information to help users benefit from the data contained within the product and additional products available for use with the WPPOI dataset. A Release Notes document is provided separately with every release, listing POI counts for each country, as well as any known data issues.

Features

The WPPOI dataset provides a wide array of features designed to help users improve their business services. Features include:

- POI locations are geocoded using Pitney Bowes' comprehensive Global Geocoding services.
- POIs are classified using both Pitney Bowes' MiCode and the Standard Industrial Classification (SIC) codes. These classifications are cross-referenced providing POIs with a hierarchical relationships between themselves and others in their 'family'.
- A globally consistent taxonomy ensures ease of use across borders.

- Synchronized with the World Premium POI Drivetime Zones dataset that is available separately as part of geo-enrichment of the World Premium POI product line. More details are available for the Drivetime in **World Premium Points of Interest Drivetime Zones**.

The WPPOI dataset allows users to make informed decisions around risk analysis, to consider access to services, retail or recreational facilities, and is ideal for location-based marketing and "find my nearest" searches.

Premium POI Facts

Global POI data is acquired from our trusted partners and benefits from their extensive industry knowledge, reliable sources and quality processes to provide the most complete and up-to-date POI data available. Business data is collected from various government and autonomous sources such as Social Media, Payment/Trade Data, Government Registries, Company Financials, Yellow Pages, Bankruptcy Filings, News & Media, Search Engines and Directories, Direct Investigation, and Telephone Company Data.

The Pitney Bowes World Premium POI (WPPOI) product has global coverage, with >100 Million business and non-business POIs covering more than 100 countries, and growing. The WPPOIs include over 1300 unique business categories to meet a broad range of user needs.

The global business landscape is dynamic in nature. The amount of data available and the frequency of change can be overwhelming to manage. Our partner incorporates an average of 5 million global updates per day into their source data to keep pace with an ever-changing business environment.

For example, every minute:

- 271 businesses will move
- 1,274 business telephone numbers will change or be disconnected
- 1,411 businesses will have a lawsuit, lien or judgment filed against them
- 673 new businesses will open their doors
- 12 businesses will file bankruptcy
- 767 CEO or owner changes will occur

Every year:

- 2% of all addresses change
- 11% of telephone numbers will change
- 7% of CEOs will change

Installation

For installation, the data is supplied as pipe delimited (|) text files (.TXT).To install the WPPOI data product:

1. Download the data to a directory on your computer.

2. Unzip the data.

3. Once unzipped, the data can be loaded into a database or opened directly into MapInfo Professional or other applications.

Coverage

WPPOI v4.10 contains POIs for 154 countries. Some countries are released together in a group. The following table provides details of each country group, including the ISO3 codes (three-character ISO country codes) for each country included.

COUNTRY BUNDLE	COUNTRY	ISO3
Albania	Albania	ALB
Algeria	Algeria	DZA
Angola	Angola	AGO
Argentina	Argentina	ARG
Australia†	Australia	AUS
Austria	Austria	AUT
Bahrain	Bahrain	BHR
Belarus	Belarus	BLR
Belgium & Luxembourg	Belgium	BEL
Belgium & Luxembourg	Luxembourg	LUX
Benin	Benin	BEN
Bosnia & Herzegovina	Bosnia & Herzegovina	BIH
Botswana	Botswana	BWA
Brazil	Brazil	BRA
Brunei	Brunei	BRN
Bulgaria	Bulgaria	BGR
Burkina Faso	Burkina Faso	BFA
Burundi	Burundi	BDI

COUNTRY BUNDLE	COUNTRY	ISO3
Cameroon	Cameroon	CMR
Canada	Canada	CAN
Chile	Chile	CHL
China	China	CHN
Colombia	Colombia	COL
Congo	Congo	COG
Costa Rica	Costa Rica	CRI
Croatia	Croatia	HRV
Cyprus	Cyprus	CYP
Czech Republic	Czech Republic	CZE
Democratic Republic of Congo	Democratic Republic of Congo	COD
Denmark	Denmark	DNK
Egypt	Egypt	EGY
El Salvador	El Salvador	SLV
Estonia	Estonia	EST
Finland	Finland	FIN
France	France	FRA
France	French Guiana	GUF
France	Guadeloupe	GLP
France	Martinique	MTQ
France	Mayotte	MYT
France	Monaco	MCO
France	Reunion	REU
France	Saint-Barthélemy	BLM
France	Saint-Martin	MAF
Gabon	Gabon	GAB
Germany	Germany	DEU
Ghana	Ghana	GHA
Great Britain	Great Britain	GBR
Greece	Greece	GRC
Guatemala	Guatemala	GTM
Honduras	Honduras	HND
Hong Kong	Hong Kong	HKG
Hungary	Hungary	HUN

COUNTRY BUNDLE	COUNTRY	ISO3
Iceland	Iceland	ISL
India	India	IND
Indonesia	Indonesia	IDN
Iraq	Iraq	IRQ
Ireland	Ireland	IRL
Italy	Italy	ITA
Italy	San Marino	SMR
Italy	Vatican City	VAT
Japan	Japan	JPN
Jordan	Jordan	JOR
Kenya	Kenya	KEN
Kosovo	Kosovo	XKS
Kuwait	Kuwait	KWT
Latvia	Latvia	LVA
Lebanon	Lebanon	LBN
Lesotho	Lesotho	LSO
Lithuania	Lithuania	LTU
Macau	Macau	MAC
Macedonia	Macedonia	MKD
Malawi	Malawi	MWI
Malaysia	Malaysia	MYS
Mali	Mali	MLI
Malta	Malta	MLT
Mauritania	Mauritania	MRT
Mauritius	Mauritius	MUS
Mexico	Mexico	MEX
Minor Americas	Anguilla	AIA
Minor Americas	Antigua And Barbuda	ATG
Minor Americas	Aruba	ABW
Minor Americas	Bahamas	BHS
Minor Americas	Barbados	BRB
Minor Americas	Bermuda	BMU
Minor Americas	British Virgin Islands	VGB
Minor Americas	Cayman Islands	CYM

COUNTRY BUNDLE	COUNTRY	ISO3
Minor Americas	Cuba	CUB
Minor Americas	Dominica	DMA
Minor Americas	Dominican Republic	DOM
Minor Americas	Grenada	GRD
Minor Americas	Haiti	HTI
Minor Americas	Jamaica	JAM
Minor Americas	Montserrat	MSR
Minor Americas	Saint Kitts And Nevis	KNA
Minor Americas	Saint Lucia	LCA
Minor Americas	Saint Vincent And The Grenadines	VCT
Minor Americas	Saint-Barthélemy	BLM
Minor Americas	Saint-Martin	MAF
Minor Americas	Trinidad And Tobago	TTO
Minor Americas	Turks And Caicos Islands	TCA
Moldova	Moldova	MDA
Montenegro	Montenegro	MNE
Morocco	Morocco	MAR
Mozambique	Mozambique	MOZ
Namibia	Namibia	NAM
Netherlands	Bonaire, Sint Eustatius And Saba	BES
Netherlands	Curaçao	CUW
Netherlands	Netherlands	NLD
Netherlands	Sint Marten	SXM
New Zealand	New Zealand	NZL
Nicaragua	Nicaragua	NIC
Niger	Niger	NER
Nigeria	Nigeria	NGA
Norway	Norway	NOR
Oman	Oman	OMN
Panama	Panama	PAN
Peru	Peru	PER
Philippines	Philippines	PHL
Poland	Poland	POL
Portugal	Portugal	PRT

COUNTRY BUNDLE	COUNTRY	ISO3
Qatar	Qatar	QAT
Romania	Romania	ROU
Russia	Russia	RUS
Rwanda	Rwanda	RWA
Saudi Arabia	Saudi Arabia	SAU
Senegal	Senegal	SEN
Serbia	Serbia	SRB
Singapore	Singapore	SGP
Slovakia	Slovakia	SVK
Slovenia	Slovenia	SVN
South Africa	South Africa	ZAF
Spain	Andorra	AND
Spain	Gibraltar	GIB
Spain	Spain	ESP
Swaziland	Swaziland	SWZ
Sweden	Sweden	SWE
Switzerland	Liechtenstein	LIE
Switzerland	Switzerland	CHE
Taiwan	Taiwan	TWN
Tanzania	Tanzania	TZA
Thailand	Thailand	THA
Togo	Togo	TGO
Tunisia	Tunisia	TUN
Turkey	Turkey	TUR
Uganda	Uganda	UGA
Ukraine	Ukraine	UKR
United Arab Emirates	United Arab Emirates	ARE
United States of America*	United States Of America	USA
Uruguay	Uruguay	URY
Venezuela	Venezuela	VEN
Vietnam	Vietnam	VNM
Yemen	Yemen	YEM
Zambia	Zambia	ZMB
Zimbabwe	Zimbabwe	ZWE

*US un-incorporated territories like Guam, Puerto Rico, and Virgin Islands are included in the USA dataset. The following table provides details of the territories added to USA country bundle.

Country Bundle	Country	ISO3
United States of America	Guam	USA
United States of America	Puerto Rico	USA
United States of America	Virgin Islands	USA

Spatial Referencing System

The World Premium POI product uses the spatial referencing system defined in the following table:

Projection	Coordinate System	Coordinate Units
Longitude/Latitude	Longitude/Latitude (WGS84) EPSG 4326	Decimal Degrees

Dataset information and Use in MapInfo Professional

- The WPPOI dataset is delivered in a PIPE delimited text file format

- The WPPOI Character Set is UTF-8

- The WPPOI dataset contains field names in the first row of the data file

- Some country datasets are very large, such as the USA, and will require a significant amount of memory to utilize them within MapInfo. To better utilize this data in a MapInfo environment you should extract the state/province or category of information you want and use the extracted file within MapInfo.

- To use WPPOI datasets in MapInfo

  - Select 'Open' > 'Table'
  - Select "Delimited ASCII (*.txt)" file type in the open dialog
  - Select the POI text file you want to open
  - In the "Delimited ASCII Information" dialog, select "Other" delimiter type and enter the Pipe character (|) as the delimiter
  - Change the File Character Set to "Unicode UTF-8"
  - Select the "Use first line for column titles" check box
  - When the file is opened it will display in the MapInfo browser window. To display them on the map the TAB file set needs to be created.

- Select the 'Spatial' menu item
- Select the 'Create Points' item in the 'Create' section
- The pre-set configuration of the 'Create Points' dialog allows creation of points for each POI for display on the map. Longitude and Latitude fields are specifically important to the create points process and should be changed, so ensure the X coordinates drop-down is set to 'longitude' and the Y coordinates drop-down is set to 'latitude'. You can change configuration settings to meet your needs.
- When the POI Points are created, the TAB file set is available and the POIs are ready for display on the map. Open a base map and add the POI TAB file as a layer on the map to display the POIs.

Table Structure

This section contains information about the table structure of the World Premium POI dataset.

Column Name	Description	Field Type & Length
Name	Primary / Registered name of the business	Nvarchar(150)
BrandName*	A Standardized name added for identifying unique brand names	Text
Trade_Name**	Trading style name / Brand name used by the business	Nvarchar(150)
PB_ID	Pitney Bowes Software (PBS) Unique numeric identifier	Big Integer
Franchise_Name***	Name of the business franchise	Nvarchar(75)
ISO3	Three character ISO code of the country	Nvarchar(3)
areaName4	Locality where the business is located	Nvarchar(100)
areaName3	City where the business is located	Nvarchar(100)
areaName2	District (or equivalent) where the business is located	Nvarchar(100)
areaName1	State (or equivalent) where the business is located	Nvarchar(100)
Stabb	Abbreviation for the State (or equivalent) where the business is located	Nvarchar(5)
Postcode	Postal code where the business is located	Nvarchar(25)
formattedAddress	Input address in a standardized addressing format as described by a set of attributes including House number, Street name, Streetname2, Areaname3 and Post code	Nvarchar(200)

Column Name	Description	Field Type & Length
mainAddressLine	Address in a standardized addressing format including House number, Street name, and Streetname2	Nvarchar(150)
addressLastLine	Address in a standardized addressing format including Areaname3 and Post code	Nvarchar(150)
Longitude	X value for the Point	Float
Latitude	Y value for the Point	Float
Country_access_code	International dialing code required to connect to the telephone or facsimile number	Nvarchar(8)
Tel_num	Primary voice telephone number for the business with no formatting or punctuation (this string contains all telecommunication number components [area code, exchange, number])	Nvarchar(35)
Faxnum	Primary facsimile number for the business with no formatting or punctuation (this string contains all telecommunication number components [area code, exchange, number])	Nvarchar(35)
Email	Email address of the business	Nvarchar(75)
Http	Uniform Resource Locator (URL) address of the business	Nvarchar(250)
Open_24h	Indicates whether the business is open 24 hours or not	Nvarchar(1)
Business_Line	Description of the operations (or activities) of the business, which relates to the primary four-digit 1987 US SIC code	Nvarchar(100)
SIC1	US 1987 SIC code which represents the primary operations of the business	Nvarchar(4)
SIC2	US 1987 SIC code for the secondary line of business operations as ranked by percent of sales / revenue	Nvarchar(4)
SIC8	SIC (8-digit) code identifying a line of operations for a business at the most specific level	Nvarchar(8)
SIC8_description	Description of the SIC8 code	Nvarchar(100)
MiCode	PBS POI classification by MiCode category, subcategory, and sub feature	Nvarchar(8)
Trade_Division	Level 1 POI category by business type	Nvarchar(150)
Group	Level 2 POI category by business type	Nvarchar(150)
Class	Level 3 POI category by business type	Nvarchar(150)
Sub_Class	Level 4 POI category by business type	Nvarchar(150)

Column Name	Description	Field Type & Length
Georesult	Results from geocoding indicates the success or failure of the geocoding operation as well as information about the quality of the match (Each character of the Georesult code indicates the level of precision of the address component. To know more, click **here**.) (T-code georesults description are present in the **Georesults Description**)	Nvarchar(25)
Confidence_code	PBS geocoded confidence value (Estimate of the correctness of the latitude and longitude assigned to a place) Possible values: High: The address portions match 90-100% to the database. Medium: The address portions match 78-89% to the database. Low: The address portions match 0-77% to the database.	Nvarchar(25)
Employee_Here	Estimated number of employees at the current location	Nvarchar(15)
Employee_count	Estimated total number of employees in the business organization, including subsidiaries and branch locations	Nvarchar(15)
Year_Start	Year when current ownership or management assumed control of the business or the year established, if no control change has taken place (not provided for branch records)	Nvarchar(4)
Sales_Volume_local	Estimated total annual sales / revenue for a business in local currency (not available for branch locations)	Nvarchar(20)
Sales_Volume_US_Dollars	Total annual sales / revenue for this business, expressed in US dollars as a signed, decimal field	Nvarchar(20)
Currency_Code	Code value describing the type of currency in which the sales volume (local currency) is expressed.	Nvarchar(4)
Agent_Code	Code value identifying whether the business imports goods or services for re-manufacture or sale, exports products or services to a foreign country, and / or is an agent for goods Possible values: A: Import / Export / Agent B: Imports and Exports C: Imports D: Imports and Agents E: Exports and Agents F: Agent (keeps no inventory, does not take title goods) G: Not available or none H: Exports	Nvarchar(1)

Column Name	Description	Field Type & Length
Legal_Status_Code	Code value describing the legal structure of the business	Nvarchar(3)
Status_Code	Code value describing the organizational status of the business Possible values: 0: Single Location (no other entities report to it) 1: Headquarter / Parent (branches and / or subsidiaries report to it) 2: Branch (secondary location of a headquarter) 4: Division (separate operation)	Nvarchar(1)
Subsidiary_Indicator	Indicates whether a business is more than 50% owned by another organization Possible values: 0: Not a subsidiary 3: Subsidiary	Nvarchar(1)
Parent_Business_Name	Primary name of the Parent / Headquarter company	Nvarchar(150)
Parent_address	Formatted address in a standardized format as described by Parent_Street_Address, Parent_Postcode, Parent_areaName3, Parent_areaName1 and Parent_Country	Nvarchar(200)
Parent_Street_Address	Physical street address of the Parent / Headquarter company	Nvarchar(100)
Parent_areaName3	City where the Parent / Headquarter is located	Nvarchar(100)
Parent_areaName1	State / province where the Parent / Headquarter is located	Nvarchar(100)
Parent_Country	Name of country where the Parent / Headquarter is located (in English)	Nvarchar(50)
Parent_Postcode	Postal code where the Parent / Headquarter is located	Nvarchar(25)
Domestic_Ultimate_Business_Name	Primary name of the domestic ultimate business (Domestic ultimate business is the highest business in the corporate family tree)	Nvarchar(150)
Domestic_Ultimate_address	Formatted address in a standardized format as described by Domestic_Ultimate_Street_Address, Domestic_Ultimate_Postcode, Domestic_Ultimate_areaName3 and Domestic_Ultimate_areaName1	Nvarchar(200)
Domestic_Ultimate_Street_Address	Physical street address of the domestic ultimate company	Nvarchar(100)
Domestic_Ultimate_areaName3	Name of the city where the domestic ultimate is located	Nvarchar(100)
Domestic_Ultimate_areaName1	State / province in which the domestic ultimate is located	Nvarchar(100)

Column Name	Description	Field Type & Length
Domestic_Ultimate_Postcode	Postal code for the city in which the domestic ultimate is located	Nvarchar(25)
Global_Ultimate_Indicator	Indicates whether the site record is the Global Ultimate within the corporate family tree	Nvarchar(1)
Global_Ultimate_Business_Name	Name of the ultimate company	Nvarchar(150)
Global_Ultimate_address	Formatted address in a standardized format as described by Global_Ultimate_Street_Address, Global_Ultimate_Postcode, Global_Ultimate_areaName3, Global_Ultimate_areaName1 and Global_Ultimate_Country	Nvarchar(200)
Global_Ultimate_Street_Address	Physical address of the ultimate company	Nvarchar(100)
Global_Ultimate_areaName3	Name of the city where the ultimate company is located	Nvarchar(100)
Global_Ultimate_areaName1	State / province in which the ultimate company is located	Nvarchar(100)
Global_Ultimate_Country	Name of the country where the ultimate company is located	Nvarchar(50)
Global_Ultimate_Postcode	Postal code of the ultimate company	Nvarchar(25)
Family_Members	Number of family members including the global ultimate, all subsidiaries and branches of the entire family tree worldwide	Nvarchar(5)
Hierarchy_Code	Number used with the status and subsidiary indicators to pinpoint the location of an establishment within a corporate hierarchy	Nvarchar(2)
Ticker_symbol	Abbreviation used to uniquely identify publicly traded shares (of the company) on a stock market (stock symbols may consist of letters, numbers or a combination of both)	Nvarchar(15)
Exchange_Name	Stock exchange where people trade the company's shares	Nvarchar(25)
CEO_Name	Chief Executive Officer's name (the full name of the individual who has the highest ranking authority at a specific location)	Nvarchar(100)
CEO_Title	Chief Executive Officer's Title (the formal title of the individual with the highest ranking authority at a specific location) (may be abbreviated in English)	Nvarchar(100)

*The field type of BrandName column is text because it exceeds the varchar limit of 255 characters

**Trade Name is used by different subsidiaries of the business, but are distinguished by word(s) or phrase(s). The word(s) may represent a specific line of business. For example, different subsidiaries of the XYZ business may be XYZ Operations, XYZ Securities, and XYZ Logistics.

***Franchise outlets operate with a business' subsidiary name, but are distinguished by word(s) or phrase(s). The word(s) may represent a suburb or a town, a year, a colour, an entity or some other word(s) relevant to the business. Names that are identical or nearly identical to an existing registered name are not allowed.

For example, the XYZ Logistics subsidiary may have two Franchise outlets named XYZ Logistics New York, and XYZ Logistics 1999.

†**Notes for Australia:**

- The PBS Points of Interest are classified using **High**, **Medium** and **Low** values:

  High: The address portions are geocoded to a high precision using physical street addresses, or are placed manually from field capture or other current sources (such as a website or aerial imagery).

  Medium: The address portions are geocoded to a medium precision, or the Point's source data is more than two years old.

  Low: The address portions are geocoded to a low precision. Addresses have not been verified or a street address does not exist.

- Australia World Premium Points of interest is built to ensure we include businesses with one or more employees to ensure Pitney Bowes delivers the businesses that contribute 85% of Australia's economic output.

  We understand 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. We are actively reviewing these businesses and will include those that we can positively identify as being "in business". However, we believe focusing on businesses with at least one employee will provide our clients the business points that most effectively meet their needs.

A – POI MiCode List

A

MiCode

MiCodes are Pitney Bowes proprietary codes which provide a unique feature classification system. Each MiCode identifies specific types of feature available within a Pitney Bowes product. To facilitate the searching for and identification of specific features within Pitney Bowes datasets, each feature follows a classification taxonomy, namely Trade Division, Group, Class, Sub Class and SIC8 Description.

The following table lists some examples of MiCodes and their corresponding class attributes:

Trade Division	Group	Class	Sub Class	SIC8 Code	MiCode
Division A. - Agriculture, Forestry, and Fishing	Agricultural Production - Crops	Cash Grains	Wheat	1110000	10050111
Division B. - Mining	Metal Mining	Iron Ores	Iron ores	10110000	10041011
Division C. - Construction	Construction - General Contractors and Operative Builders	General Building Contractors - Residential Buildings	Single-family housing construction	15210000	10071521
Division D. - Manufacturing	Food and Kindred Products	Meat Products	Meat packing plants	20110000	10062011
Division E. - Transportation and Public Utilities	Local and Suburban Transit and Interurban Highway Transportation	Bus Charter Service	School Buses	41510000	10030726
Division F. - Wholesale Trade	Wholesale Trade - Durable Goods	Motor Vehicles and Motor Vehicle Parts and Supplies	Automobiles and other motor vehicles	50120000	10035012
Division G. - Retail Trade	Building Materials, Hardware, Garden Supplies and Mobile Homes	Hardware Stores	Hardware stores	52510000	10010304
Division H. - Finance, Insurance, and Real Estate	Depository Institutions	Central Reserve Depository Institutions	Federal reserve banks	60110000	10036011
Division I. - Services	Personal Services	Laundry, Cleaning, and Garment Services	Power laundries, family and commercial	72119900	10861900
Division J. - Public Administration	Executive, Legislative and General Government, except Finance	Executive Offices	Executive offices	91110101	10994101
Division K. - Non classifiable establishments	Non classifiable Establishments	Non classifiable Establishments	Non classifiable establishments	99990000	10249999
Division L. - Tourism	Tourism	Important Tourist Attraction	Tourist Building	00000000	10110200

To view the full MiCode-to-SIC lookup table, please click here.

B – Best practice for querying the data

In order to extract the exact POIs of a particular brand, one should query the brandname column and use the following hierarchy of categories to focus down to the desired type of POI:-

- Trade_division
- Group
- Class
- Sub_class
- Micode

Due to the complexity of the dataset it is advisable to avoid using only one category to search on. For example, if a user searches for WALMART retail then the following SQL query needs to be executed:

(select brandname, trade_division, "Group", class, sub_class, micode

from USA

where brandname = 'WALMART')

BrandName	trade_division	Group	class	sub_class	micode	Description
WALMART	DIVISION E. - TRANSPORTATION AND PUBLIC UTILITIES	MOTOR FREIGHT TRANSPORTATION	PUBLIC WAREHOUSING AND STORAGE	GENERAL WAREHOUSING AND STORAGE/PORT/ WAREHOUSE FACILITY	10241400	GENERAL WAREHOUSING AND STORAGE
WALMART	DIVISION G. - RETAIL TRADE	FOOD STORES	GROCERY STORES	GROCERY STORES/GROCERS	10010201	SUPERMARKETS, GREATER THAN 100,000 SQUARE FEET (HYPERMARKET)
WALMART	DIVISION G. - RETAIL TRADE	FOOD STORES	GROCERY STORES	GROCERY STORES/GROCERS	10010357	GROCERY STORES
WALMART	DIVISION G. - RETAIL TRADE	FOOD STORES	RETAIL BAKERIES	RETAIL BAKERIES	10010352	RETAIL BAKERIES
WALMART	DIVISION G. - RETAIL TRADE	GENERAL MERCHANDISE STORES	DEPARTMENT STORES	DEPARTMENT STORES	10010101	DEPARTMENT STORES

BrandName	trade_division	Group	class	sub_class	micode	Description
WALMART	DIVISION G. - RETAIL TRADE	GENERAL MERCHANDISE STORES	DEPARTMENT STORES	DEPARTMENT STORES	10752901	DEPARTMENT STORES, DISCOUNT
WALMART	DIVISION G. - RETAIL TRADE	MISCELLANEOUS RETAIL	DRUG STORES AND PROPRIETARY STORES	DRUG STORES AND PROPRIETARY STORES/PHARMACY	10230030	DRUG STORES AND PROPRIETARY STORES
WALMART	DIVISION G. - RETAIL TRADE	MISCELLANEOUS RETAIL	RETAIL STORES, NOT ELSEWHERE CLASSIFIED	MISCELLANEOUS RETAIL STORES, NEC	10808100	ALARM AND SAFETY EQUIPMENT STORES
WALMART	DIVISION G. - RETAIL TRADE	MISCELLANEOUS RETAIL	RETAIL STORES, NOT ELSEWHERE CLASSIFIED	OPTICAL GOODS STORES/OPTICIANS	10010372	OPTICAL GOODS STORES

The best practice for users looking for Walmart Retail Stores is to apply filters on brandname and category to restrict the search i.e. the following query:-

(Select brandname, trade_division, "Group", class, sub_class, micode

from USA

where brandname = 'WALMART' and (trade_divison like '%RETAIL TRADE%')

BrandName	trade_division	Group	class	sub_class	micode	Description
WALMART	DIVISION G. - RETAIL TRADE	FOOD STORES	GROCERY STORES	GROCERY STORES/GROCERS	10010201	SUPERMARKETS, GREATER THAN 100,000 SQUARE FEET (HYPERMARKET)
WALMART	DIVISION G. - RETAIL TRADE	FOOD STORES	GROCERY STORES	GROCERY STORES/GROCERS	10010357	GROCERY STORES
WALMART	DIVISION G. - RETAIL TRADE	FOOD STORES	RETAIL BAKERIES	RETAIL BAKERIES	10010352	RETAIL BAKERIES
WALMART	DIVISION G. - RETAIL TRADE	GENERAL MERCHANDISE STORES	DEPARTMENT STORES	DEPARTMENT STORES	10010101	DEPARTMENT STORES
WALMART	DIVISION G. - RETAIL TRADE	GENERAL MERCHANDISE STORES	DEPARTMENT STORES	DEPARTMENT STORES	10752901	DEPARTMENT STORES, DISCOUNT
WALMART	DIVISION G. - RETAIL TRADE	MISCELLANEOUS RETAIL	DRUG STORES AND PROPRIETARY STORES	DRUG STORES AND PROPRIETARY STORES/PHARMACY	10230030	DRUG STORES AND PROPRIETARY STORES
WALMART	DIVISION G. - RETAIL TRADE	MISCELLANEOUS RETAIL	RETAIL STORES, NOT ELSEWHERE CLASSIFIED	MISCELLANEOUS RETAIL STORES, NEC	10808100	ALARM AND SAFETY EQUIPMENT STORES
WALMART	DIVISION G. - RETAIL TRADE	MISCELLANEOUS RETAIL	RETAIL STORES, NOT ELSEWHERE CLASSIFIED	OPTICAL GOODS STORES/OPTICIANS	10010372	OPTICAL GOODS STORES

C – T-Code Georesults Description

C

Georesults Description

Geocode Type	Georesult	Description
Centroid	T0	Polygon centroid i.e. a Park
Manually Located	T1	Manually located, connected to the street network, one or more street network entrance points
	T2	Manually located, no associated street network entrance points, i.e. Mountain Peak or Beach
	T3	Manually located, at a pre-determined point connected to a street network, i.e. a Mountain Pass or Ferry Terminal
Forward Geocoded	T11	Address point location Exact House number and street name match
	T12	Address point location Numeric portion of house number match and street name match. The correct side of the street is not guaranteed
	T13	Interpolated location, house number range match and street name match
	T14	Interpolated location, street name match and nearby house number
	T15	Street Intersection
Reverse Geocoded	T16	Original Location, address matched to the closest street with matching street name and house number range
	T17	Original Location, address matched to the closest street end point with matching street name and house number range
	T18	Original Location, address matched to the closest street with matching street name
Forward Geocoded	T19	Grouped Street Centroid Location, Street Name match
Reverse Geocoded	T20	Original location, Address taken from nearest street segment
Forward Geocoded	T22	City Centroid
	T99	No Level Available

D – World Premium Points of Interest Drivetime Zones

Overview

World Premium Points of Interest Drivetime Zones provide information about travel, time and distance from each point of interest location. They are designed to help create a unique understanding of each POI to enhance user location history analysis and identify brand affinity, behavioral, demographic and geographic characteristics.

We create a geo-fence of a pre-determined time of travel for each business location, where POI is set as a location. Drivetime zones are Isochrones of varying minute value travel times. The time and distances calculate how long and how far you can drive a standard car on a routable network.

To create the Drivetime Zones we use the Enterprise Routing Module components from Pitney Bowes Spectrum Platform. This includes the routing software components and routing data enhanced with TomTom Speed Profiles data.

Each Drivetime Zone has an individual ID relating to each POI ID, this ensures that the right POI is identified when a geo-fence alert is activated. The POI ID is persistent across releases only changing when it's removed or replaced

Product Features

Drivetime Zones provide access to the largest, points of interest drive time geo-fence (AKA Isochrones) dataset providing a flexible and sophisticated geo-targeting capability based on a hierarchy.

- The Drivetime Zones offer road network travel time distances rather than the usual standard straight line distances.

- The datasets allow users to make informed decisions around risk analysis, access to services, retail or recreational facilities, location-based marketing and "find my nearest" searches.

- Refined boundaries based on Urban and Rural POI's, POI's in Mall's, business centers and high POI density areas

- Uses different types of transportation networks to build boundaries

Format Description

To create an easy linkage, the data is delivered to customers in the form of 6 pipe '|' delimited text files, one for each time division. Each file will contain an ID link to the POI table and the Isochrone polygon geometry in WKT format.

File Structure:

Column Name	Description	Field Type & Length
PB_ID	Pitney Bowes Software (PBS) Unique numeric identifier	Big Integer
ISOCHRONE	WKT Geometry	Text

WKT or Well Known Text is a textual format to describe vector geometry. A WKT geometry string can be loaded and converted to a native geometry by many common RDBMS database systems.