

# World Premium Points of Interest - Consumer Edition

Version 4.11

UNITED STATES  
[www.pitneybowes.com/us](http://www.pitneybowes.com/us)  
Technical Support:  
<http://www.pitneybowes.com/us/support.html>

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## Release Notes

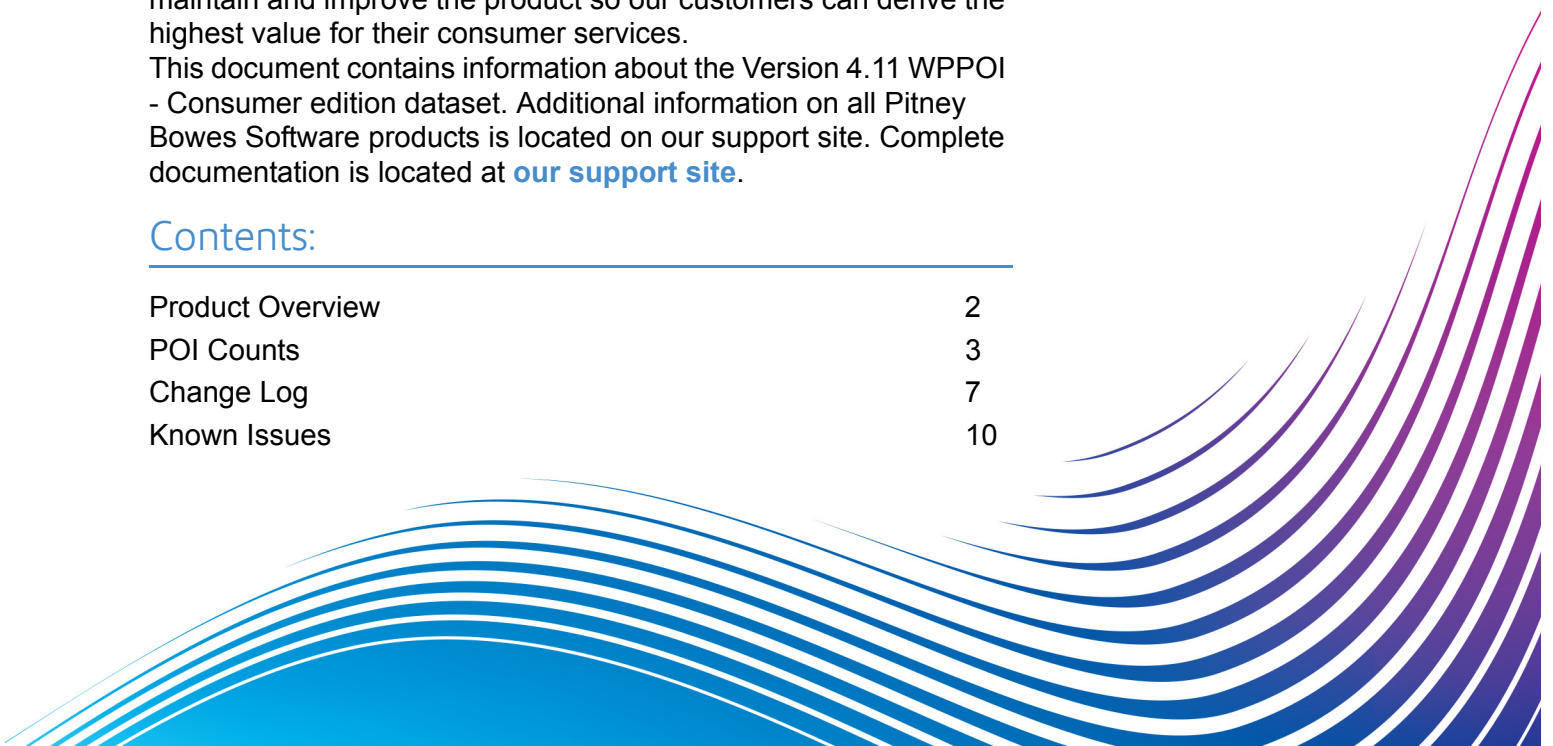
The World Premium Points of Interest - Consumer Edition (WPPOI-CSMR) contains the rich set of consumer focused Points of Interest available in the Pitney Bowes' World Premium Points of Interest dataset. Pitney Bowes is committed to ongoing enhancements to this industry leading database to serve our customers' 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 4.11 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](#).

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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 BUNDLES	COUNTRIES	ISO3	POI COUNTS
ALBANIA	ALBANIA	ALB	4,485
ALGERIA	ALGERIA	DZA	35,006
ANGOLA	ANGOLA	AGO	39,934
ARGENTINA	ARGENTINA	ARG	2,829,814
AUSTRALIA	AUSTRALIA	AUS	1,059,356
AUSTRIA	AUSTRIA	AUT	424,871
BAHRAIN	BAHRAIN	BHR	11,180
BELARUS	BELARUS	BLR	301
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,204,290
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	85,515
BENIN	BENIN	BEN	6,170
BOSNIA & HERZEGOVINA	BOSNIA & HERZEGOVINA	BIH	3,088
BOTSWANA	BOTSWANA	BWA	11,116
BRAZIL	BRAZIL	BRA	6,109,304
BRUNEI	BRUNEI	BRN	6,617
BULGARIA	BULGARIA	BGR	9,169
BURKINA FASO	BURKINA FASO	BFA	12,210
BURUNDI	BURUNDI	BDI	2,034
CAMEROON	CAMEROON	CMR	19,767
CANADA	CANADA	CAN	1,446,849
CHILE	CHILE	CHL	111,421
CHINA	CHINA	CHN	3,532,473
COLOMBIA	COLOMBIA	COL	97,355
CONGO	CONGO	COG	6,112
COSTA RICA	COSTA RICA	CRI	38,587
CROATIA	CROATIA	HRV	64,863
CYPRUS	CYPRUS	CYP	46,025
CZECH REPUBLIC	CZECH REPUBLIC	CZE	643,850
DEMOCRATIC REPUBLIC OF CONGO	DEMOCRATIC REPUBLIC OF CONGO	COD	15,702
DENMARK	DENMARK	DNK	417,180
EGYPT	EGYPT	EGY	45,210
EL SALVADOR	EL SALVADOR	SLV	17,116
ESTONIA	ESTONIA	EST	98,339
FINLAND	FINLAND	FIN	300,727

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
FRANCE	GUADELOUPE	GLP	26,067
FRANCE	FRENCH GUIANA	GUF	5,318
FRANCE	MAYOTTE	MYT	527
FRANCE	SAINT-MARTIN	MAF	4
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	MONACO	MCO	922
FRANCE	REUNION	REU	32,782
FRANCE	MARTINIQUE	MTQ	21,506
FRANCE	FRANCE	FRA	2,745,594
GABON	GABON	GAB	5,175
GERMANY	GERMANY	DEU	3,488,382
GHANA	GHANA	GHA	23,534
GREAT BRITAIN	GREAT BRITAIN	GBR	2,532,426
GREECE	GREECE	GRC	378,899
GUATEMALA	GUATEMALA	GTM	28,709
HONDURAS	HONDURAS	HND	8,278
HONG KONG	HONG KONG	HKG	179,624
HUNGARY	HUNGARY	HUN	257,682
ICELAND	ICELAND	ISL	69,789
INDIA	INDIA	IND	6,226,341
INDONESIA	INDONESIA	IDN	168,624
IRAQ	IRAQ	IRQ	2,510
IRELAND	IRELAND	IRL	197,592
ITALY	VATICAN CITY	VAT	2
ITALY	SAN MARINO	SMR	1,362
ITALY	ITALY	ITA	3,635,401
JAPAN	JAPAN	JPN	2,517,180
JORDAN	JORDAN	JOR	34,325
KENYA	KENYA	KEN	14,217
KOSOVO	KOSOVO	XKS	289
KUWAIT	KUWAIT	KWT	4,771
LATVIA	LATVIA	LVA	129,693
LEBANON	LEBANON	LBN	13,153
LESOTHO	LESOTHO	LSO	5,742
LITHUANIA	LITHUANIA	LTU	53,027
MACAU	MACAU	MAC	5,738
MACEDONIA	MACEDONIA	MKD	14,312

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
MALAWI	MALAWI	MWI	18,371
MALAYSIA	MALAYSIA	MYS	56,408
MALI	MALI	MLI	15,449
MALTA	MALTA	MLT	39,233
MAURITANIA	MAURITANIA	MRT	2,832
MAURITIUS	MAURITIUS	MUS	3,726
MEXICO	MEXICO	MEX	3,588,132
MINOR AMERICAS	CUBA	CUB	350
MINOR AMERICAS	ANGUILLA	AIA	3
MINOR AMERICAS	DOMINICAN REPUBLIC	DOM	3,433
MINOR AMERICAS	SAINT-MARTIN	MAF	4
MINOR AMERICAS	SAINT KITTS AND NEVIS	KNA	59
MINOR AMERICAS	SAINT-BARTHÉLEMY	BLM	2
MINOR AMERICAS	SAINT VINCENT AND THE GRENADINES	VCT	6
MINOR AMERICAS	ARUBA	ABW	3
MINOR AMERICAS	BERMUDA	BMU	238
MINOR AMERICAS	MONTserrat	MSR	3
MINOR AMERICAS	ANTIGUA AND BARBUDA	ATG	4
MINOR AMERICAS	CAYMAN ISLANDS	CYM	39
MINOR AMERICAS	SAINT LUCIA	LCA	12
MINOR AMERICAS	BRITISH VIRGIN ISLANDS	VGB	11
MINOR AMERICAS	TURKS AND CAICOS ISLANDS	TCA	12
MINOR AMERICAS	GRENADA	GRD	129
MINOR AMERICAS	HAITI	HTI	10
MINOR AMERICAS	BAHAMAS	BHS	73
MINOR AMERICAS	TRINIDAD AND TOBAGO	TTO	33
MINOR AMERICAS	DOMINICA	DMA	107
MINOR AMERICAS	BARBADOS	BRB	100
MINOR AMERICAS	JAMAICA	JAM	74
MOLDOVA	MOLDOVA	MDA	629
MONTENEGRO	MONTENEGRO	MNE	18,166
MOROCCO	MOROCCO	MAR	145,417
MOZAMBIQUE	MOZAMBIQUE	MOZ	18,041
NAMIBIA	NAMIBIA	NAM	38,322
NETHERLANDS	CURAÇAO	CUW	1
NETHERLANDS	NETHERLANDS	NLD	694,343

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
NETHERLANDS	BONAIRE SINT EUSTATIUS AND SABA	BES	5
NETHERLANDS	SINT MARTEN	SXM	2
NEW ZEALAND	NEW ZEALAND	NZL	402,661
NICARAGUA	NICARAGUA	NIC	10,409
NIGER	NIGER	NER	19,730
NIGERIA	NIGERIA	NGA	9,791
NORWAY	NORWAY	NOR	498,809
OMAN	OMAN	OMN	3,970
PANAMA	PANAMA	PAN	8,926
PERU	PERU	PER	102,972
PHILIPPINES	PHILIPPINES	PHL	289,533
POLAND	POLAND	POL	3,041,815
PORTUGAL	PORTUGAL	PRT	427,194
QATAR	QATAR	QAT	3,641
ROMANIA	ROMANIA	ROU	804,286
RUSSIA	RUSSIA	RUS	1,391,689
RWANDA	RWANDA	RWA	11,440
SAUDI ARABIA	SAUDI ARABIA	SAU	93,012
SENEGAL	SENEGAL	SEN	11,339
SERBIA	SERBIA	SRB	34,179
SINGAPORE	SINGAPORE	SGP	121,306
SLOVAKIA	SLOVAKIA	SVK	209,865
SLOVENIA	SLOVENIA	SVN	82,742
SOUTH AFRICA	SOUTH AFRICA	ZAF	654,662
SPAIN	SPAIN	ESP	2,441,818
SPAIN	GIBRALTAR	GIB	21
SPAIN	ANDORRA	AND	1,506
SWAZILAND	SWAZILAND	SWZ	3,116
SWEDEN	SWEDEN	SWE	823,159
SWITZERLAND	LIECHTENSTEIN	LIE	2,098
SWITZERLAND	SWITZERLAND	CHE	326,131
TAIWAN	TAIWAN	TWN	110,131
TANZANIA	TANZANIA	TZA	21,301
THAILAND	THAILAND	THA	362,990
TOGO	TOGO	TGO	4,984
TUNISIA	TUNISIA	TUN	68,330
TURKEY	TURKEY	TUR	1,257,804

COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
UGANDA	UGANDA	UGA	7,102
UKRAINE	UKRAINE	UKR	367,931
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	115,279
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	14,885,217
URUGUAY	URUGUAY	URY	3,233
VENEZUELA	VENEZUELA	VEN	332
VIETNAM	VIETNAM	VNM	624,563
YEMEN	YEMEN	YEM	2,430
ZAMBIA	ZAMBIA	ZMB	10,751
ZIMBABWE	ZIMBABWE	ZWE	13,240
<b>Cumulative</b>			<b>75,916,755</b>

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

- Record count increase in Germany, South Africa and United Arab Emirates (UAE)
- Quality enhancements in the following brands for USA only:

BRANDNAMES	
ADVANCE AUTO PARTS	KROGER
AMERIPRISE FINANCIAL	LA QUINTA INN
APPLE	LOWE'S
AUTOZONE	LUMBER LIQUIDATORS
AVIS BUDGET	MACY'S
BED BATH & BEYOND	MARRIOTT
BEST BUY	MCDONALD'S

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<b>BRANDNAMES</b>	
BIG LOTS	MOBIL
BOJANGLE'S	NORDSTROM
BRINKER INTERNATIONAL	PANERA BREAD
BUFFALO WILD WINGS	PARTY CITY
CATO	PIZZA HUT
CHICO'S	REGAL CINEMAS
CHIPOTLE MEXICAN GRILL	SALLY BEAUTY SUPPLY
CITI TRENDS	SEARS
COSTCO	STAPLES
CRACKER BARREL	STARBUCKS
CVS	TACO BELL
DENNY'S	TARGET
DOLLAR GENERAL	TESLA
DOLLAR TREE	THE HOME DEPOT
DSW	THE VITAMIN SHOPPE
EXXON	T-MOBILE
GAMESTOP	TUESDAY MORNING
GOODYEAR	URBAN OUTFITTERS
H & R BLOCK	VALERO ENERGY
HILTON	WALMART
HYATT	WENDY'S
JC PENNEY	WYNDHAM HOTELS & RESORTS
KFC	ZIONS FIRST NATIONAL BANK

- Following new brands have been added for USA:

<b>BRANDNAMES</b>
BAHAMA BREEZE
BLUE MERCURY
BUY BUY BABY
CHEDDAR'S SCRATCH KITCHEN
CHRISTMAS TREE SHOPS



BRANDNAMES
DARDEN RESTAURANTS
EDDIE V'S
LUMBER LIQUIDATORS
SEASONS 52
TESLA
THE CAPITAL GRILLE
THE VITAMIN SHOPPE
T-MOBILE
YARD HOUSE

- The following brands have been updated in USA with the new names as mentioned below-

OLD BRANDNAMES	UPDATED BRANDNAMES
EB GAMES	GAMESTOP
WHITE HEN PANTRY	7-ELEVEN
WILCO	SPEEDWAY

- Brandname 'SHARP' has been destandardized in USA.
- Updated the address format for approximately 26500 records, namely **Mountain Peaks, Valleys**, etc for USA only.
- False positives brandnames have been untagged from approximately 5000 PB IDs
- Increase in brand coverage for few brands like Falabella, Easy, Sodimac, and Walmart in Argentina.
- There maybe changes in few Latitude and Longitude values, due to geocoding improvements
- There may be some changes in Formattedaddress, mainaddressline as the data is undergoing continous improvements.
- Removed few junk characters from the data like, (\, <, >, %, ^, ||).
- Significant improvement in the geographic accuracy for USA, Canada, Great Britain and New Zealand.

## WPPOI - CSMR 4.11 Release Notes

- Improved the Brand Name standardization in the data and it has been standardized for respective countries:

<b>Country</b>	<b>Brandname Counts</b>
Argentina	8
Australia	207
Bahrain	11
Canada	231
Czech Republic	14
Germany	19
Great Britain	514
Greece	13
Kuwait	16
Netherlands	22
Oman	5
Poland	10
Qatar	22
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	20
Switzerland	21
United Arab Emirates	26
United States Of America	1938

- De-standardization of records with non-commercial or ceased brandnames in Great Britain.

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:

- Non-Standardized attributes for few records in the countries such as, United Arab Emirates (ARE), Argentina (ARG), Bahrain (BHR), Canada (CAN), Switzerland (CHE), Czech Republic (CZE), Germany (DEU), Spain (ESP), Greece (GRC), Kuwait (KWT), Netherland (NLD), Oman (OMN), Poland (POL), Qatar (QAT), Romania (ROU), Russia (RUS), Saudi Arab (SAU) and Slovakia (SVK).
- Non Standardized formattedAddress, mainAddressLine and addressLastLine for few records in Australia.
- Some invalid values exist in the Name, areaName1, areaName2 and areaName, TradeName and Postcode column including instances where the Postcode column has values as 'zeroes'.
- Some diacritics are missing from the Name, TradeName, formattedAddress, mainAddressLine, addressLastLine, areaName1 and areaName3 columns.
- Some duplicates may be encountered in the dataset.
- There are a few instances of text truncation exist for the Name, TradeName, Business\_Line, areaName3, formattedAddress, mainAddressLine, Http, Email and areaName2 columns.
- There are a few instances where the Employee\_Here (number of employees at the current location) count mismatches the Employee\_count (total number of employees).
- There are a few instances that have inconsistent Status\_Code and Subsidiary\_Indicator mapping.
- The Email, Http, Ticker\_symbol, and Exchange\_Name columns are not populated for many 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 instances 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.
- Mainaddressline and formattedaddress are not standardized in few records.
- There are a few instances where House number / Street Name is appearing twice in mainaddressline.
- There are a few instances where the areaname3 is populated with the name of a different admin level.
- Two ISO3 (BLM, MAF) are included in both country bundles, France(FRA) and Minor Americas(MAM).

## WPPOI - CSMR 4.11 Release Notes

- Encounter some corrupted characters in following 15 countries; Argentina, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Netherlands, Norway, Poland, Portugal, Spain, Sweden, and Switzerland. This issue would be fixed by next release.
- Brandname standardisation is work in progress, so this may encounter some minor discrepancies.