

# World Premium Plus Points of Interest - USA

Version 4.11

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

© 2014-2017 Pitney Bowes Software Inc.  
All Rights Reserved.

## 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 Version 4.11 dataset. Complete documentation is located at [our support site](#).

### Contents:

---

Product Overview	2
POI Counts	2
Change Log	2
Known Issues	5



# 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	24,126,228

# Change Log

- Quality enhancements in the following brands

<b>BRANDNAMES</b>	
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
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:

BRANDNAMES
BAHAMA BREEZE
BLUE MERCURY
BUY BUY BABY
CHEDDAR'S SCRATCH KITCHEN
CHRISTMAS TREE SHOPS
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 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.
- Updated the address format for approximately 26500 records, namely **Mountain Peaks, Valleys**, etc.
- False positives brandnames have been untagged from approximately 5000 PB IDs
- 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 (\\, <, >, %, ^, ||)
- Improvement in the geographic accuracy for USA.

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

Country	Brandname Counts
United States Of America	1,940

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 duplicates may be encountered in the dataset.
- Some invalid values exist in the Name, areaName1, areaname3 and areaName, TradeName and Postcode column including instances where the Postcode column has values as 'zeroes'.
- Some diacritic loss in Name, TradeName, formattedAddress, mainAddressLine, addressLastLine, areaName1 and areaName3, CEO name, Domestic Ultimate Address, Global Ultimate Address and Parent Address columns.
- 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 fully populated.
- 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 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.
- Mainaddressline and formattedaddress are not standardized in few records.
- There are a few instances where House number/Street Name is appearing twice in mainaddressline.

## WPPPOI - USA 4.11 Release Notes

- There are a few instances where the areaname3 is populated with the name of a different admin level.
- Brandname standardization is work in progress, so there maybe some minor discripencies.