

# World Premium Points of Interest - Consumer Edition

Version 4.13

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

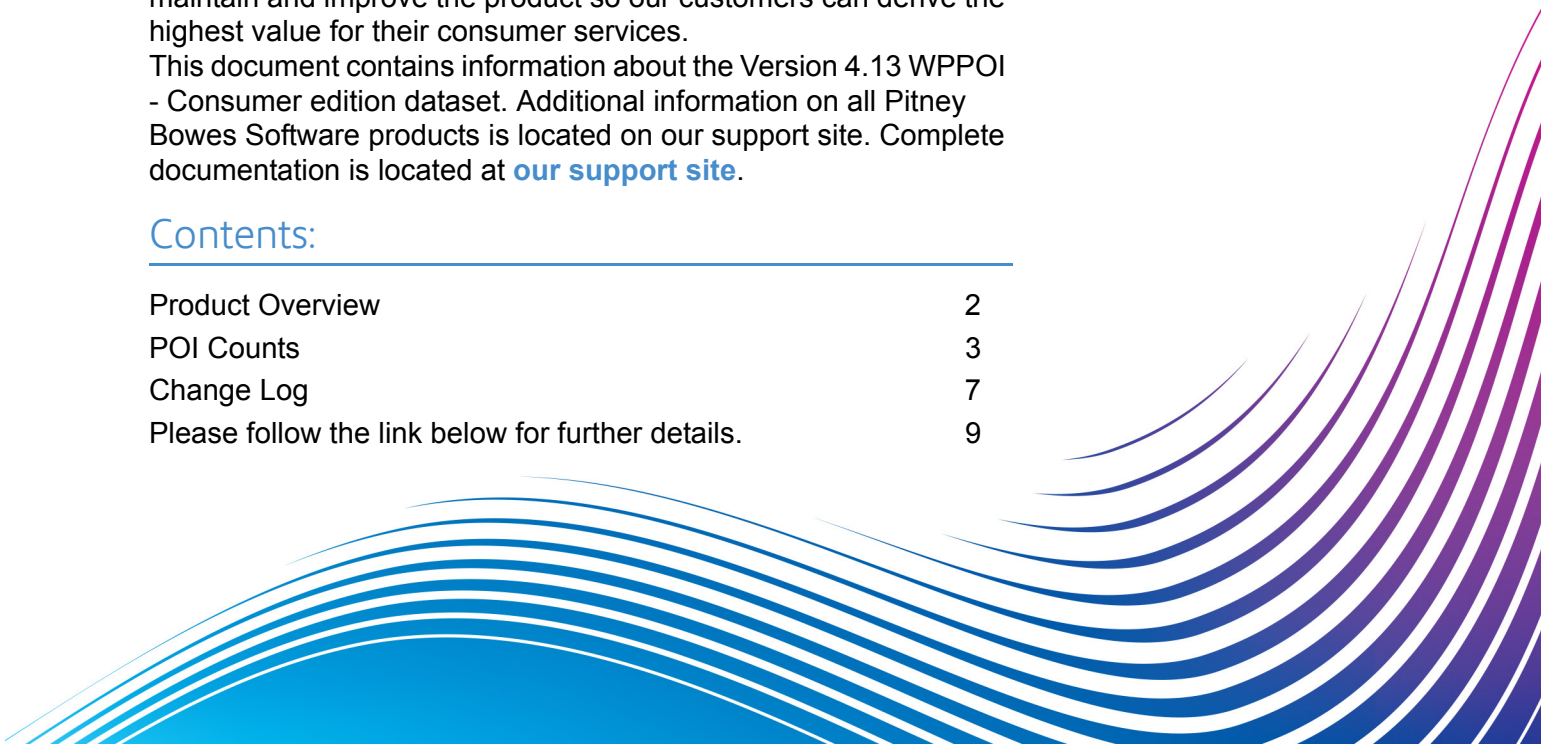
The World Premium Points of Interest - Consumer Edition (WPPOI-CSMR) contains the rich set of consumer focused Points of Interest available in the Pitney Bowes' World Premium Points of Interest dataset. Pitney Bowes is committed to ongoing enhancements to this industry leading database to serve our customers' 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 4.13 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	4,616
ALGERIA	ALGERIA	DZA	33,733
ANGOLA	ANGOLA	AGO	39,946
ARGENTINA	ARGENTINA	ARG	2,924,062
AUSTRALIA	AUSTRALIA	AUS	1,138,140
AUSTRIA	AUSTRIA	AUT	421,824
BAHRAIN	BAHRAIN	BHR	11,142
BELARUS	BELARUS	BLR	299
BELGIUM_ & LUXEMBOURG	BELGIUM	BEL	1,204,290
BELGIUM_ & LUXEMBOURG	LUXEMBOURG	LUX	85,515
BENIN	BENIN	BEN	6,203
<b>BOLIVIA*</b>	<b>BOLIVIA</b>	<b>BOL</b>	<b>36</b>
BOSNIA_ & HERZEGOVINA	BOSNIA_ & HERZEGOVINA	BIH	7,304
BOTSWANA	BOTSWANA	BWA	12,032
BRAZIL	BRAZIL	BRA	9,229,044
BRUNEI	BRUNEI	BRN	6,698
BULGARIA	BULGARIA	BGR	9,397
BURKINA_FASO	BURKINA_FASO	BFA	12,214
BURUNDI	BURUNDI	BDI	2,044
CAMEROON	CAMEROON	CMR	19,841
CANADA	CANADA	CAN	1,604,664
CHILE	CHILE	CHL	204,597
CHINA	CHINA	CHN	3,433,794
COLOMBIA	COLOMBIA	COL	401,649
CONGO	CONGO	COG	6,112
COSTA_RICA	COSTA_RICA	CRI	38,583
<b>CAPE VERDE*</b>	<b>CAPE VERDE</b>	<b>CPV</b>	<b>368</b>
CROATIA	CROATIA	HRV	69,783
CYPRUS	CYPRUS	CYP	46,140
CZECH_REPUBLIC	CZECH_REPUBLIC	CZE	752,079
DEMOCRATIC_REPUBLIC_OF_CONGO	DEMOCRATIC_REPUBLIC_OF_CONGO	COD	15,701
DENMARK	DENMARK	DNK	409,017
<b>ECUADOR*</b>	<b>ECUADOR</b>	<b>ECU</b>	<b>113</b>
EGYPT	EGYPT	EGY	46,581

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<b>COUNTRY BUNDLES</b>	<b>COUNTRIES</b>	<b>ISO3</b>	<b>POI COUNTS</b>
EL SALVADOR	EL SALVADOR	SLV	17,116
ESTONIA	ESTONIA	EST	100,602
FINLAND	FINLAND	FIN	323,937
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	FRANCE	FRA	2,567,331
FRANCE	GUADELOUPE	GLP	22,618
FRANCE	FRENCH GUIANA	GUF	5,878
FRANCE	SAINT-MARTIN	MAF	4
FRANCE	MONACO	MCO	348
FRANCE	MARTINIQUE	MTQ	19,840
FRANCE	MAYOTTE	MYT	527
FRANCE	REUNION	REU	32,262
GABON	GABON	GAB	5,175
GERMANY	GERMANY	DEU	3,826,618
GHANA	GHANA	GHA	23,607
GREAT BRITAIN	GREAT BRITAIN	GBR	2,532,065
GREECE	GREECE	GRC	433,984
GUATEMALA	GUATEMALA	GTM	28,708
HONDURAS	HONDURAS	HND	8,280
HONG KONG	HONG KONG	HKG	179,813
HUNGARY	HUNGARY	HUN	378,998
ICELAND	ICELAND	ISL	70,183
INDIA	INDIA	IND	6,226,341
INDONESIA	INDONESIA	IDN	164,441
IRAQ	IRAQ	IRQ	2,873
IRELAND	IRELAND	IRL	196,942
ITALY	ITALY	ITA	4,291,878
ITALY	SAN MARINO	SMR	1,364
ITALY	VATICAN CITY	VAT	10
JAPAN	JAPAN	JPN	2,532,948
JORDAN	JORDAN	JOR	34,279
<b>KAZAKHISTAN*</b>	<b>KAZAKHISTAN</b>	<b>KAZ</b>	<b>77,217</b>
KENYA	KENYA	KEN	14,270
KOSOVO	KOSOVO	XKS	297
KUWAIT	KUWAIT	KWT	4,897
LATVIA	LATVIA	LVA	126,495
LEBANON	LEBANON	LBN	13,423

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
LESOTHO	LESOTHO	LSO	5,743
LITHUANIA	LITHUANIA	LTU	53,040
MACAU	MACAU	MAC	5,719
MACEDONIA	MACEDONIA	MKD	26,865
MALAWI	MALAWI	MWI	18,405
MALAYSIA	MALAYSIA	MYS	61,726
MALI	MALI	MLI	15,460
MALTA	MALTA	MLT	53,357
MAURITANIA	MAURITANIA	MRT	2,837
MAURITIUS	MAURITIUS	MUS	4,790
MEXICO	MEXICO	MEX	3,817,956
MINOR AMERICAS	ARUBA	ABW	2
MINOR AMERICAS	ANGUILLA	AIA	3
MINOR AMERICAS	ANTIGUA AND BARBUDA	ATG	4
MINOR AMERICAS	BAHAMAS	BHS	913
MINOR AMERICAS	SAINT-BARTHÉLEMY	BLM	2
MINOR AMERICAS	BERMUDA	BMU	238
MINOR AMERICAS	BARBADOS	BRB	100
MINOR AMERICAS	CUBA	CUB	351
MINOR AMERICAS	CAYMAN ISLANDS	CYM	40
MINOR AMERICAS	DOMINICA	DMA	107
MINOR AMERICAS	DOMINICAN REPUBLIC	DOM	3,450
MINOR AMERICAS	GRENADA	GRD	129
MINOR AMERICAS	HAITI	HTI	7
MINOR AMERICAS	JAMAICA	JAM	74
MINOR AMERICAS	SAINT KITTS AND NEVIS	KNA	59
MINOR AMERICAS	SAINT LUCIA	LCA	12
MINOR AMERICAS	SAINT-MARTIN	MAF	4
MINOR AMERICAS	MONTSERRAT	MSR	3
MINOR AMERICAS	TURKS AND CAICOS ISLANDS	TCA	12
MINOR AMERICAS	TRINIDAD AND TOBAGO	TTO	33
MINOR AMERICAS	SAINT_VINCENT_AND_THE_GRENADINES	VCT	6
MINOR AMERICAS	BRITISH VIRGIN ISLANDS	VGB	11
MOLDOVA	MOLDOVA	MDA	779
MONTENEGRO	MONTENEGRO	MNE	18,166
MOROCCO	MOROCCO	MAR	147,143

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
MOZAMBIQUE	MOZAMBIQUE	MOZ	18,074
NAMIBIA	NAMIBIA	NAM	38,292
NETHERLANDS	BONAIRE_SINT_EUSTATIUS_AND_SABA	BES	5
NETHERLANDS	CURAÇAO	CUW	1
NETHERLANDS	NETHERLANDS	NLD	837,916
NETHERLANDS	SINT_MARTEN	SXM	2
NEW_ZEALAND	NEW_ZEALAND	NZL	395,831
NICARAGUA	NICARAGUA	NIC	10,407
NIGER	NIGER	NER	19,736
NIGERIA	NIGERIA	NGA	21,158
NORWAY	NORWAY	NOR	500,846
OMAN	OMAN	OMN	4,613
PANAMA	PANAMA	PAN	8,918
PERU	PERU	PER	137,894
PHILIPPINES	PHILIPPINES	PHL	339,894
POLAND	POLAND	POL	3,109,996
PORTUGAL	PORTUGAL	PRT	424,419
<b>PARAGUAY*</b>	<b>PARAGUAY</b>	<b>PRY</b>	<b>902</b>
QATAR	QATAR	QAT	3,690
ROMANIA	ROMANIA	ROU	809,176
RUSSIA	RUSSIA	RUS	1,356,523
RWANDA	RWANDA	RWA	11,466
SAUDI_ARABIA	SAUDI_ARABIA	SAU	93,186
SENEGAL	SENEGAL	SEN	11,466
SERBIA	SERBIA	SRB	48,579
SINGAPORE	SINGAPORE	SGP	115,300
SLOVAKIA	SLOVAKIA	SVK	207,516
SLOVENIA	SLOVENIA	SVN	82,178
SOUTH_AFRICA	SOUTH_AFRICA	ZAF	676,770
SPAIN	ANDORRA	AND	1,513
SPAIN	SPAIN	ESP	2,449,222
SPAIN	GIBRALTAR	GIB	23
<b>SAINT PIERRE AND MIQUELON*</b>	<b>SAINT PIERRE AND MIQUELON</b>	<b>SPM</b>	<b>7</b>
SWAZILAND	SWAZILAND	SWZ	3,117
SWEDEN	SWEDEN	SWE	908,252
SWITZERLAND	SWITZERLAND	CHE	326,649

COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
SWITZERLAND	LIECHTENSTEIN	LIE	2,133
<b>SEYCHELLES*</b>	<b>SEYCHELLES</b>	<b>SYC</b>	<b>246</b>
TAIWAN	TAIWAN	TWN	138,967
TANZANIA	TANZANIA	TZA	21,339
THAILAND	THAILAND	THA	442,708
TOGO	TOGO	TGO	4,998
TUNISIA	TUNISIA	TUN	68,583
TURKEY	TURKEY	TUR	1,320,812
UGANDA	UGANDA	UGA	7,184
UKRAINE	UKRAINE	UKR	393,184
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	205,278
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	15,946,293
URUGUAY	URUGUAY	URY	3,369
VENEZUELA	VENEZUELA	VEN	84,898
VIETNAM	VIETNAM	VNM	624,464
YEMEN	YEMEN	YEM	2,593
ZAMBIA	ZAMBIA	ZMB	10,225
ZIMBABWE	ZIMBABWE	ZWE	12,196
<b>Cumulative</b>			<b>82,963,685</b>

\*New countries added in this release.

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

- Seven new countries like, Bolivia (BOL), Cape Verde (CPV), Ecuador (ECU), Kazakhstan (KAZ), Paraguay (PRY), Saint Pierre and Miquelon (SPM), and Seychelles (SYC) have been added in the dataset
- Quality enhancements for multiple brands and new brandnames have also been added in USA. Click [here](#) for more details.

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- Few brands have been updated with the new names. Click [here](#) for more details.
- False positives brandnames have been untagged.
- Latitude and Longitude values may occasionally change slightly due to geocoding enhancements.
- POI counts have been increased for Netherlands (NLD), Sweden (SWE), and Italy (ITA)
- Applied few changes in the address components for few records
- Removed few junk characters from the data like, (\, <, >, %, ^, ||).
- Improved the Brand Name standardization in the data and it has been standardized for respective countries:

Country	Brandname Counts
Argentina	8
Australia	209
Bahrain	11
Canada	224
Czech Republic	14
Germany	19
Great Britain	502
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	2089

For detail view click [here](#).

**Note:** We would like to inform you about upcoming changes that will be implemented with *Version 5.0* of the *World Premium Points of Interest* and *World Premium Plus Points of Interest* products. These are scheduled for release in April 2018.



Please follow the link below for further details.

<http://www.pbinsight.com/support/product-documentation/details/world-premium-points-of-interest-data>

## 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.

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- 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).
- 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.