

World Premium Points of Interest

Version 4.15

UNITED STATES
www.pitneybowes.com/us
Technical Support:
<http://www.pbinsight.com/support>

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Release Notes

The World Premium Points of Interest (WPPOI) 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 4.15 dataset. Complete documentation is located at [our support site](#).

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Product Overview

The WPPOI data product provides 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 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) 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 allows 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 BUNDLES	COUNTRIES	ISO3	POI COUNTS
ALBANIA	ALBANIA	ALB	7,217
ALGERIA	ALGERIA	DZA	34,781
ANGOLA	ANGOLA	AGO	43,346
ARGENTINA	ARGENTINA	ARG	4,039,667
AUSTRALIA	AUSTRALIA	AUS	2,700,869
AUSTRIA	AUSTRIA	AUT	619,450
BAHRAIN	BAHRAIN	BHR	47,194
BELARUS	BELARUS	BLR	363
BELGIUM_&_LUXEMBOURG	BELGIUM	BEL	1,827,658
BELGIUM_&_LUXEMBOURG	LUXEMBOURG	LUX	138,223
BENIN	BENIN	BEN	7,483
BOL	BOL	BOL	25,094
BOSNIA_&_HERZEGOVINA	BOSNIA_&_HERZEGOVINA	BIH	32,451
BOTSWANA	BOTSWANA	BWA	13,555
BRAZIL	BRAZIL	BRA	13,329,973
BRUNEI	BRUNEI	BRN	9,283
BULGARIA	BULGARIA	BGR	86,957
BURKINA_FASO	BURKINA_FASO	BFA	13,545
BURUNDI	BURUNDI	BDI	2,698
CAMEROON	CAMEROON	CMR	27,566
CANADA	CANADA	CAN	2,446,453
CHILE	CHILE	CHL	347,613
CHINA	CHINA	CHN	9,563,969
COLOMBIA	COLOMBIA	COL	529,091
CONGO	CONGO	COG	7,047
COSTA_RICA	COSTA_RICA	CRI	52,493
CPV	CPV	CPV	370
CROATIA	CROATIA	HRV	143,325
CYPRUS	CYPRUS	CYP	99,891
CZECH_REPUBLIC	CZECH_REPUBLIC	CZE	1,523,382

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
DEMOCRATIC_REPUBLIC_OF_CONGO	DEMOCRATIC_REPUBLIC_OF_CONGO	COD	16,091
DENMARK	DENMARK	DNK	605,876
ECU	ECU	ECU	15,367
EGYPT	EGYPT	EGY	108,219
EL_SALVADOR	EL_SALVADOR	SLV	25,625
ESTONIA	ESTONIA	EST	197,216
FINLAND	FINLAND	FIN	637,971
FRANCE	GUADELOUPE	GLP	37,894
FRANCE	FRENCH_GUIANA	GUF	10,635
FRANCE	SAINT-MARTIN	MAF	5
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	MONACO	MCO	2,794
FRANCE	REUNION	REU	56,559
FRANCE	MARTINIQUE	MTQ	38,910
FRANCE	FRANCE	FRA	6,382,313
GABON	GABON	GAB	6,198
GERMANY	GERMANY	DEU	5,712,477
GHANA	GHANA	GHA	44,935
GREAT_BRITAIN	GREAT_BRITAIN	GBR	4,442,738
GREECE	GREECE	GRC	633,661
GUATEMALA	GUATEMALA	GTM	35,141
HONDURAS	HONDURAS	HND	9,641
HONG_KONG	HONG_KONG	HKG	387,707
HUNGARY	HUNGARY	HUN	708,021
ICELAND	ICELAND	ISL	96,192
INDIA	INDIA	IND	6,973,365
INDONESIA	INDONESIA	IDN	268,105
IRAQ	IRAQ	IRQ	7,884
IRELAND	IRELAND	IRL	330,024
ITALY	VATICAN_CITY	VAT	25
ITALY	SAN_MARINO	SMR	4,370
ITALY	ITALY	ITA	7,254,949

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
JAPAN	JAPAN	JPN	4,578,857
JORDAN	JORDAN	JOR	53,134
KAZ	KAZ	KAZ	98,379
KENYA	KENYA	KEN	59,845
KOSOVO	KOSOVO	XKS	303
KUWAIT	KUWAIT	KWT	9,548
LATVIA	LATVIA	LVA	188,708
LEBANON	LEBANON	LBN	45,802
LESOTHO	LESOTHO	LSO	5,930
LITHUANIA	LITHUANIA	LTU	99,184
MACAU	MACAU	MAC	11,490
MACEDONIA	MACEDONIA	MKD	42,787
MALAWI	MALAWI	MWI	22,081
MALAYSIA	MALAYSIA	MYS	546,733
MALI	MALI	MLI	16,566
MALTA	MALTA	MLT	60,450
MAURITANIA	MAURITANIA	MRT	3,651
MAURITIUS	MAURITIUS	MUS	95,425
MEXICO	MEXICO	MEX	4,947,865
MINOR_AMERICAS	CUBA	CUB	351
MINOR_AMERICAS	ANGUILLA	AIA	3
MINOR_AMERICAS	DOMINICAN_REPUBLIC	DOM	4,236
MINOR_AMERICAS	SAINT-MARTIN	MAF	5
MINOR_AMERICAS	SAINT_KITTS_AND_NEVIS	KNA	71
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	40
MINOR_AMERICAS	SAINT_LUCIA	LCA	12

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
MINOR_AMERICAS	BRITISH_VIRGIN_ISLANDS	VGB	11
MINOR_AMERICAS	TURKS_AND_CAICOS_ISLANDS	TCA	12
MINOR_AMERICAS	GRENADA	GRD	132
MINOR_AMERICAS	HAITI	HTI	8
MINOR_AMERICAS	BAHAMAS	BHS	1,021
MINOR_AMERICAS	TRINIDAD_AND_TOBAGO	TTO	34
MINOR_AMERICAS	DOMINICA	DMA	120
MINOR_AMERICAS	BARBADOS	BRB	100
MINOR_AMERICAS	JAMAICA	JAM	75
MOLDOVA	MOLDOVA	MDA	20,884
MONTENEGRO	MONTENEGRO	MNE	35,219
MOROCCO	MOROCCO	MAR	486,674
MOZAMBIQUE	MOZAMBIQUE	MOZ	20,845
NAMIBIA	NAMIBIA	NAM	40,578
NETHERLANDS	CURAÇAO	CUW	2
NETHERLANDS	NETHERLANDS	NLD	1,697,573
NETHERLANDS	BONAIRE_SINT_EUSTATIUS_AND_SABA	BES	5
NETHERLANDS	SINT_MARTEN	SXM	2
NEW_ZEALAND	NEW_ZEALAND	NZL	569,655
NICARAGUA	NICARAGUA	NIC	11,930
NIGER	NIGER	NER	20,612
NIGERIA	NIGERIA	NGA	62,116
NORWAY	NORWAY	NOR	824,684
OMAN	OMAN	OMN	7,276
PANAMA	PANAMA	PAN	11,809
PERU	PERU	PER	174,215
PHILIPPINES	PHILIPPINES	PHL	807,281
POLAND	POLAND	POL	5,292,318
PORTUGAL	PORTUGAL	PRT	699,838
PRY	PRY	PRY	5,651
QATAR	QATAR	QAT	52,567
ROMANIA	ROMANIA	ROU	1,174,864

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
RUSSIA	RUSSIA	RUS	3,332,623
RWANDA	RWANDA	RWA	13,011
SAUDI_ARABIA	SAUDI_ARABIA	SAU	116,478
SENEGAL	SENEGAL	SEN	14,275
SERBIA	SERBIA	SRB	51,654
SINGAPORE	SINGAPORE	SGP	312,961
SLOVAKIA	SLOVAKIA	SVK	418,970
SLOVENIA	SLOVENIA	SVN	178,325
SOUTH_AFRICA	SOUTH_AFRICA	ZAF	924,200
SPAIN	SPAIN	ESP	4,957,706
SPAIN	GIBRALTAR	GIB	436
SPAIN	ANDORRA	AND	5,686
SPM	SPM	SPM	7
SWAZILAND	SWAZILAND	SWZ	3,596
SWEDEN	SWEDEN	SWE	1,431,780
SWITZERLAND	LIECHTENSTEIN	LIE	9,689
SWITZERLAND	SWITZERLAND	CHE	641,260
SYC	SYC	SYC	246
TAIWAN	TAIWAN	TWN	401,557
TANZANIA	TANZANIA	TZA	24,635
THAILAND	THAILAND	THA	1,708,831
TOGO	TOGO	TGO	6,184
TUNISIA	TUNISIA	TUN	144,073
TURKEY	TURKEY	TUR	2,098,715
UGANDA	UGANDA	UGA	10,573
UKRAINE	UKRAINE	UKR	772,449
UNITED_ARAB_EMIRATES	UNITED_ARAB_EMIRATES	ARE	514,520
UNITED_STATES_OF_AMERICA	UNITED_STATES_OF_AMERICA	USA	26,101,335
URUGUAY	URUGUAY	URY	8,770
VENEZUELA	VENEZUELA	VEN	100,575
VIETNAM	VIETNAM	VNM	758,554
YEMEN	YEMEN	YEM	4,462

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI COUNTS
ZAMBIA	ZAMBIA	ZMB	12,625
ZIMBABWE	ZIMBABWE	ZWE	14,033
Cumulative			140,776,534

**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

- Quality enhancements for multiple brands and new brandnames have also been added in USA. Click [here](#) for more details.
- 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.
- Applied few changes in the address components for few records
- POI counts have been increased for Australia (AUS), France (FRA), Norway (NOR), and Spain (ESP)
- 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	127
Bahrain	11
Canada	230

Czech Republic	14
Germany	19
Great Britain	554
Greece	13
Kuwait	16
Netherlands	22
Oman	5
Poland	10
Qatar	22
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	22
Switzerland	21
United Arab Emirates	26
United States Of America	2121

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:

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- Non-Standardized attributes for few records in 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).
- 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'.
- Non Standardized formattedAddress, mainAddressLine and addressLastLine for few records in Australia.
- 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 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 of France(FRA) and Minor Americas(MAM).

- Brandname standardization is work in progress, so there maybe some minor discripencies.