pitney bowes

World Premium Points of Interest

Version 4.2

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 4.2 dataset. Complete documentation is located at **our support site**.

Contents:

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	4,063
Algeria	Algeria**	DZA	39,121
Angola	Angola	AGO	42,784
Argentina	Argentina	ARG	3,717,238
Australia†	Australia	AUS	1,163,287
Austria	Austria	AUT	612,429
Bahrain	Bahrain	BHR	19,590
Belarus	Belarus**	BLR	306
Belgium & Luxembourg	Belgium	BEL	1,756,126
Belgium & Luxembourg	Luxembourg	LUX	134,008
Benin	Benin	BEN	7,286
Bosnia & Herzegovina	Bosnia & Herzegovina**	BIH	1,413
Botswana	Botswana	BWA	12,531
Brazil	Brazil	BRA	9,484,740
Brunei	Brunei**	BRN	8,293
Bulgaria	Bulgaria**	BGR	9,194
Burkina Faso	Burkina Faso	BFA	13,470
Burundi	Burundi	BDI	2,675
Cameroon	Cameroon	CMR	27,233
Canada	Canada	CAN	2,254,566
Chile	Chile	CHL	172,672
Colombia	Colombia**	COL	106,701
Congo	Congo	COG	7,032
Costa Rica	Costa Rica**	CRI	52,491

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Croatia	Croatia	HRV	161,329
Cyprus	Cyprus	CYP	77,125
Czech Republic	Czech Republic	CZE	1,380,640
Democratic Republic of Congo	Democratic Republic of Congo**	COD	16,091
Denmark	Denmark	DNK	642,557
Egypt	Egypt	EGY	100,893
El Salvador	El Salvador**	SLV	25,633
Estonia	Estonia	EST	188,228
Finland	Finland	FIN	521,787
France	Guadeloupe	GLP	35,520
France	Mayotte**	MYT	528
France	Reunion	REU	45,829
France	France	FRA	3,974,456
France	Monaco	MCO	3,950
France	Martinique	MTQ	36,121
France	French Guiana	GUF	7,521
France	Saint-Barthélemy**	BLM	4
France	Saint-Martin**	MAF	4
Gabon	Gabon	GAB	6,152
Germany	Germany	DEU	4,916,814
Ghana	Ghana	GHA	44,415
Great Britain	Great Britain	GBR	4,278,928
Greece	Greece	GRC	607,206
Guatemala	Guatemala**	GTM	35,122
Honduras	Honduras**	HND	9,650
Hong Kong	Hong Kong	HKG	374,582
Hungary	Hungary	HUN	518,011
Iceland	Iceland	ISL	95,072
India	India	IND	6,973,365
Indonesia	Indonesia	IDN	251,053
Iraq	Iraq	IRQ	5,775
Ireland	Ireland	IRL	299,419
Italy	Italy	ITA	6,612,544
Italy	Vatican City**	VAT	2
Italy	San Marino	SMR	3,267
Japan	Japan	JPN	4,378,869
Jordan	Jordan**	JOR	31,851
Kenya	Kenya	KEN	58,736
Kosovo	Kosovo**	XKS	301
Kuwait	Kuwait	KWT	8,954
Latvia	Latvia	LVA	198,402
Lebanon	Lebanon	LBN	39,526
Lesotho	Lesotho	LSO	5,904
Lithuania	Lithuania	LTU	100,296

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Macau	Macau	MAC	11,356
Macedonia	Macedonia**	MKD	1,861
Malawi	Malawi	MWI	21,828
Malaysia	Malaysia	MYS	117,448
Mali	Mali	MLI	16,485
Malta	Malta	MLT	43,199
Mauritania	Mauritania	MRT	3,631
Mauritius	Mauritius	MUS	93,939
Mexico	Mexico	MEX	1,085,414
Minor Americas	**Anguilla****	**AIA**	**3**
Minor Americas	**Aruba****	**ABW**	**3**
Minor Americas	**Antigua And Barbuda****	**ATG**	**4**
Minor Americas	**Bahamas****	**BHS**	**123**
Minor Americas	**Barbados****	**BRB**	**100**
Minor Americas	**Bermuda****	**BMU**	**242**
Minor Americas	**Cuba****	**CUB**	**350**
Minor Americas	**Cayman Islands****	**CYM**	**39**
Minor Americas	**Dominica****	**DMA**	**120**
Minor Americas	**Dominican Republic****	**DOM**	**4,117**
Minor Americas	**Grenada****	**GRD**	**132**
Minor Americas	**Haiti****	**HTI**	**7**
Minor Americas	**Jamaica****	**JAM**	**74**
Minor Americas	**Saint Lucia****	**LCA**	**12**
Minor Americas	**Montserrat****	**MSR**	**3**
Minor Americas	**Saint Kitts And Nevis****	**KNA**	**71**
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**
Minor Americas	**Saint-Barthélemy**	**BLM**	**4**
Minor Americas	**Saint-Martin**	**MAF**	**4**
Moldova	Moldova**	MDA	220
Montenegro	Montenegro	MNE	32,755
Morocco	Morocco	MAR	438,182
Mozambique	Mozambique	MOZ	18,365
Namibia	Namibia	NAM	39,019
Netherlands	Bonaire, Sint Eustatius And Saba**	BES	5
Netherlands	Curaçao**	CUW	1
Netherlands	Netherlands	NLD	1,537,700
Netherlands	Sint Marten**	SXM	4
New Zealand	New Zealand	NZL	387,668
Nicaragua	Nicaragua**	NIC	11,931
Niger	Niger	NER	20,547
Nigeria	Nigeria	NGA	38,281

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Norway	Norway	NOR	734,533
Oman	Oman	OMN	6,574
Panama	Panama**	PAN	11,816
Peru	Peru**	PER	106,528
Philippines	Philippines	PHL	345,344
Poland	Poland	POL	3,151,410
Portugal	Portugal	PRT	678,572
Qatar	Qatar	QAT	5,967
Romania	Romania	ROU	1,370,545
Russia	Russia	RUS	3,356,800
Rwanda	Rwanda	RWA	12,760
Saudi Arabia	Saudi Arabia	SAU	109,348
Senegal	Senegal	SEN	16,805
Serbia	Serbia**	SRB	25,761
Singapore	Singapore	SGP	314,361
Slovakia	Slovakia	SVK	408,576
Slovenia	Slovenia	SVN	174,553
South Africa	South Africa	ZAF	658,603
Spain	Gibraltar**	GIB	17
Spain	Spain	ESP	3,560,983
Spain	Andorra	AND	2,443
Swaziland	Swaziland	SWZ	3,519
Sweden	Sweden	SWE	1,438,022
Switzerland	Liechtenstein	LIE	7,221
Switzerland	Switzerland	CHE	598,270
Taiwan	Taiwan	TWN	386,727
Tanzania	Tanzania	TZA	24,193
Thailand	Thailand	THA	680,385
Togo	Togo	TGO	6,054
Tunisia	Tunisia	TUN	126,337
Turkey	Turkey	TUR	1,132,813
Uganda	Uganda	UGA	10,074
Ukraine	Ukraine	UKR	682,423
United Arab Emirates	United Arab Emirates	ARE	96,168
United States of America	United States Of America	USA	23,804,294
Uruguay	Uruguay	URY	8,149
Venezuela	Venezuela**	VEN	624
Vietnam	Vietnam**	VNM	693,173
Yemen	Yemen	YEM	3,566
Zambia	Zambia	ZMB	12,507
Zimbabwe	Zimbabwe	ZWE	13,639
Cumulative			**105,427,439**

** Business data coverage is limited in 49 countries.

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

- Added new countries Bulgaria and Democratic Republic of Congo.
- Added new conflated country New Zealand.
- Standardized Telephone number and Fax number as Domestic format in all countries.
- Parent_address, domestic_address, global_ultimate_address formats have been standardized to reflect the standard address format for the particular country.
- Significant improvement in the geographic accuracy for USA.
- Improved Brand name standardization and has been Standardised for respective countries:

Country	Brandname Counts
Australia	227
Canada	217
Great Britain	541
United States Of America	1,967

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 invalid values exist in the TradeName and Postcode column including instances where the TradeName is populated as single character and the Postcode column has some values as 'zeroes'.
- Some invalid values exist in Name, areaName1, areaname2 and areaName3 columns.
- 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.
- TThe 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.