

World Premium Points of Interest - Consumer Edition

Version 4.3

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

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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	2,360
Algeria	Algeria**	DZA	34,925
Angola	Angola	AGO	39,912
Argentina	Argentina	ARG	2,551,009
Australia†	Australia	AUS	758,896
Austria	Austria	AUT	416,465
Bahrain	Bahrain	BHR	10,059
Belarus	Belarus**	BLR	306
Belgium & Luxembourg	Belgium	BEL	1,152,610
Belgium & Luxembourg	Luxembourg	LUX	83,314
Benin	Benin	BEN	6,106
Bosnia & Herzegovina	Bosnia & Herzegovina**	BIH	1,409
Botswana	Botswana	BWA	10,942
Brazil	Brazil	BRA	6,220,462
Brunei	Brunei**	BRN	6,648
Bulgaria	Bulgaria**	BGR	9,067
Burkina Faso	Burkina Faso	BFA	12,162
Burundi	Burundi	BDI	2,033
Cameroon	Cameroon	CMR	19,743
Canada	Canada	CAN	1,441,835
Chile	Chile	CHL	112,980
China	China	CHN	3,628,992
Colombia	Colombia**	COL	97,286
Congo	Congo	COG	6,107

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Costa Rica	Costa Rica**	CRI	38,577
Croatia	Croatia	HRV	66,916
Cyprus	Cyprus	CYP	47,138
Czech Republic	Czech Republic	CZE	659,211
Democratic Republic of Congo	Democratic Republic of Congo**	COD	15,701
Denmark	Denmark	DNK	424,954
Egypt	Egypt	EGY	43,063
El Salvador	El Salvador**	SLV	17,123
Estonia	Estonia	EST	96,900
Finland	Finland	FIN	306,890
France	Guadeloupe	GLP	20,655
France	Mayotte**	MYT	527
France	Reunion	REU	28,023
France	France	FRA	2,440,985
France	Monaco	MCO	1,695
France	Martinique	MTQ	18,210
France	French Guiana	GUF	4,396
France	Saint-Barthélemy**	BLM	2
France	Saint-Martin**	MAF	2
Gabon	Gabon	GAB	5,163
Germany	Germany	DEU	2,985,919
Ghana	Ghana	GHA	23,421
Great Britain	Great Britain	GBR	2,492,163
Greece	Greece	GRC	426,675
Guatemala	Guatemala**	GTM	28,695
Honduras	Honduras**	HND	8,277
Hong Kong	Hong Kong	HKG	175,549
Hungary	Hungary	HUN	255,117
Iceland	Iceland	ISL	69,682
India	India	IND	6,226,341
Indonesia	Indonesia	IDN	158,613
Iraq	Iraq	IRQ	1,358
Ireland	Ireland	IRL	179,745
Italy	Italy	ITA	3,565,915
Italy	Vatican City**	VAT	2
Italy	San Marino	SMR	1,316
Japan	Japan	JPN	2,430,494
Jordan	Jordan**	JOR	29,804
Kenya	Kenya	KEN	13,725
Kosovo	Kosovo**	XKS	301
Kuwait	Kuwait	KWT	4,684
Latvia	Latvia	LVA	143,782
Lebanon	Lebanon	LBN	13,049
Lesotho	Lesotho	LSO	5,723

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Lithuania	Lithuania	LTU	53,431
Macau	Macau	MAC	5,696
Macedonia	Macedonia**	MKD	1,861
Malawi	Malawi	MWI	18,294
Malaysia	Malaysia	MYS	55,047
Mali	Mali	MLI	15,422
Malta	Malta	MLT	38,329
Mauritania	Mauritania	MRT	2,829
Mauritius	Mauritius	MUS	3,678
Mexico	Mexico	MEX	612,812
Minor Americas	Anguilla**	AIA	3
Minor Americas	Aruba**	ABW	3
Minor Americas	Antigua And Barbuda**	ATG	4
Minor Americas	Bahamas**	BHS	73
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	107
Minor Americas	Dominican Republic**	DOM	3,436
Minor Americas	Grenada**	GRD	129
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	59
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	2
Minor Americas	Saint-Martin	MAF	2
Moldova	Moldova**	MDA	220
Montenegro	Montenegro	MNE	17,118
Morocco	Morocco	MAR	139,608
Mozambique	Mozambique	MOZ	15,764
Namibia	Namibia	NAM	37,090
Netherlands	Bonaire, Sint Eustatius And Saba**	BES	5
Netherlands	Curaçao**	CUW	1
Netherlands	Netherlands	NLD	690,278
Netherlands	Sint Marten**	SXM	4
New Zealand	New Zealand	NZL	293,724
Nicaragua	Nicaragua**	NIC	10,408
Niger	Niger	NER	19,708

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Nigeria	Nigeria	NGA	9,153
Norway	Norway	NOR	458,938
Oman	Oman	OMN	3,917
Panama	Panama**	PAN	8,925
Peru	Peru**	PER	102,942
Philippines	Philippines	PHL	245,910
Poland	Poland	POL	1,754,289
Portugal	Portugal	PRT	408,230
Qatar	Qatar	QAT	3,486
Romania	Romania	ROU	770,585
Russia	Russia	RUS	1,423,122
Rwanda	Rwanda	RWA	11,382
Saudi Arabia	Saudi Arabia	SAU	92,800
Senegal	Senegal	SEN	14,175
Serbia	Serbia**	SRB	25,177
Singapore	Singapore	SGP	118,973
Slovakia	Slovakia	SVK	202,815
Slovenia	Slovenia	SVN	81,153
South Africa	South Africa	ZAF	464,167
Spain	Gibraltar**	GIB	17
Spain	Spain	ESP	2,391,188
Spain	Andorra	AND	1,413
Swaziland	Swaziland	SWZ	3,071
Sweden	Sweden	SWE	849,037
Switzerland	Liechtenstein	LIE	1,915
Switzerland	Switzerland	CHE	315,938
Taiwan	Taiwan	TWN	136,284
Tanzania	Tanzania	TZA	21,171
Thailand	Thailand	THA	366,800
Togo	Togo	TGO	4,972
Tunisia	Tunisia	TUN	124,802
Turkey	Turkey	TUR	658,858
Uganda	Uganda	UGA	7,013
Ukraine	Ukraine	UKR	366,442
United Arab Emirates	United Arab Emirates	ARE	27,238
United States of America	United States Of America	USA	14,588,770
Uruguay	Uruguay	URY	3,183
Venezuela	Venezuela**	VEN	333
Vietnam	Vietnam**	VNM	576,260
Yemen	Yemen	YEM	2,392
Zambia	Zambia	ZMB	10,301
Zimbabwe	Zimbabwe	ZWE	12,600
Cumulative			68,808,280

** 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

- 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, Canada, Great Britain and New Zealand.
- Improve Brand name standardization and has been Standardised for respective countries:

Country	Brandname Counts
Australia	209
Canada	209
Great Britain	540
United States Of America	1,964

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.
- 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.