

World Premium Points of Interest

Version 4.3

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 4.3 dataset. 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 WPOI 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	4,080
Algeria	Algeria**	DZA	39,121
Angola	Angola	AGO	42,788
Argentina	Argentina	ARG	3,717,275
Australia†	Australia	AUS	1,208,355
Austria	Austria	AUT	613,044
Bahrain	Bahrain	BHR	19,596
Belarus	Belarus**	BLR	306
Belgium & Luxembourg	Belgium	BEL	1,759,092
Belgium & Luxembourg	Luxembourg	LUX	133,582
Benin	Benin	BEN	7,301
Bosnia & Herzegovina	Bosnia & Herzegovina**	BIH	1,413
Botswana	Botswana	BWA	12,539
Brazil	Brazil	BRA	9,484,727
Brunei	Brunei**	BRN	8,293
Bulgaria	Bulgaria**	BGR	9,194
Burkina Faso	Burkina Faso	BFA	13,476
Burundi	Burundi	BDI	2,676
Cameroon	Cameroon	CMR	27,239
Canada	Canada	CAN	2,240,143
Chile	Chile	CHL	172,735
China	China	CHN	9,539,978
Colombia	Colombia**	COL	106,701
Congo	Congo	COG	7,032

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Costa Rica	Costa Rica**	CRI	52,491
Croatia	Croatia	HRV	158,233
Cyprus	Cyprus	CYP	77,197
Czech Republic	Czech Republic	CZE	1,415,300
Democratic Republic of Congo	Democratic Republic of Congo**	COD	16,091
Denmark	Denmark	DNK	638,518
Egypt	Egypt	EGY	100,948
El Salvador	El Salvador**	SLV	25,633
Estonia	Estonia	EST	189,920
Finland	Finland	FIN	519,124
France	Guadeloupe	GLP	35,446
France	Mayotte**	MYT	528
France	Reunion	REU	46,161
France	France	FRA	3,983,521
France	Monaco	MCO	3,751
France	Martinique	MTQ	36,333
France	French Guiana	GUF	7,478
France	Saint-Barthélemy**	BLM	2
France	Saint-Martin**	MAF	2
Gabon	Gabon	GAB	6,154
Germany	Germany	DEU	4,926,783
Ghana	Ghana	GHA	44,430
Great Britain	Great Britain	GBR	4,203,453
Greece	Greece	GRC	608,320
Guatemala	Guatemala**	GTM	35,122
Honduras	Honduras**	HND	9,650
Hong Kong	Hong Kong	HKG	373,933
Hungary	Hungary	HUN	518,792
Iceland	Iceland	ISL	95,071
India	India	IND	6,973,365
Indonesia	Indonesia	IDN	251,330
Iraq	Iraq	IRQ	5,793
Ireland	Ireland	IRL	300,429
Italy	Italy	ITA	6,584,097
Italy	Vatican City**	VAT	2
Italy	San Marino	SMR	3,264
Japan	Japan	JPN	4,394,248
Jordan	Jordan**	JOR	31,851
Kenya	Kenya	KEN	58,769
Kosovo	Kosovo**	XKS	301
Kuwait	Kuwait	KWT	8,966
Latvia	Latvia	LVA	198,408
Lebanon	Lebanon	LBN	39,541
Lesotho	Lesotho	LSO	5,904

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Lithuania	Lithuania	LTU	100,342
Macau	Macau	MAC	11,371
Macedonia	Macedonia**	MKD	1,861
Malawi	Malawi	MWI	21,835
Malaysia	Malaysia	MYS	117,571
Mali	Mali	MLI	16,487
Malta	Malta	MLT	43,533
Mauritania	Mauritania	MRT	3,631
Mauritius	Mauritius	MUS	93,953
Mexico	Mexico	MEX	1,066,566
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	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	2
Minor Americas	Saint-Martin	MAF	2
Moldova	Moldova**	MDA	220
Montenegro	Montenegro	MNE	32,755
Morocco	Morocco	MAR	438,194
Mozambique	Mozambique	MOZ	18,373
Namibia	Namibia	NAM	39,059
Netherlands	Bonaire, Sint Eustatius And Saba**	BES	5
Netherlands	Curaçao**	CUW	1
Netherlands	Netherlands	NLD	1,527,206
Netherlands	Sint Marten**	SXM	4
New Zealand	New Zealand	NZL	393,937
Nicaragua	Nicaragua**	NIC	11,931
Niger	Niger	NER	20,551

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Nigeria	Nigeria	NGA	38,369
Norway	Norway	NOR	722,009
Oman	Oman	OMN	6,576
Panama	Panama**	PAN	11,816
Peru	Peru**	PER	106,528
Philippines	Philippines	PHL	345,672
Poland	Poland	POL	3,135,942
Portugal	Portugal	PRT	673,553
Qatar	Qatar	QAT	5,989
Romania	Romania	ROU	1,367,255
Russia	Russia	RUS	3,340,423
Rwanda	Rwanda	RWA	12,780
Saudi Arabia	Saudi Arabia	SAU	109,401
Senegal	Senegal	SEN	16,811
Serbia	Serbia**	SRB	25,761
Singapore	Singapore	SGP	314,498
Slovakia	Slovakia	SVK	423,867
Slovenia	Slovenia	SVN	175,123
South Africa	South Africa	ZAF	657,099
Spain	Gibraltar**	GIB	17
Spain	Spain	ESP	3,551,701
Spain	Andorra	AND	2,442
Swaziland	Swaziland	SWZ	3,524
Sweden	Sweden	SWE	1,433,775
Switzerland	Liechtenstein	LIE	7,395
Switzerland	Switzerland	CHE	600,027
Taiwan	Taiwan	TWN	388,214
Tanzania	Tanzania	TZA	24,211
Thailand	Thailand	THA	680,290
Togo	Togo	TGO	6,055
Tunisia	Tunisia	TUN	126,368
Turkey	Turkey	TUR	1,133,365
Uganda	Uganda	UGA	10,103
Ukraine	Ukraine	UKR	684,198
United Arab Emirates	United Arab Emirates	ARE	97,019
United States of America	United States Of America	USA	23,719,586
Uruguay	Uruguay	URY	8,162
Venezuela	Venezuela**	VEN	624
Vietnam	Vietnam**	VNM	693,173
Yemen	Yemen	YEM	3,569
Zambia	Zambia	ZMB	12,515
Zimbabwe	Zimbabwe	ZWE	13,656
Cumulative			114,809,610

** 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.
- Improved Brand name standardization and has been Standardised for respective countries:

Country	Brandname Counts
Australia	227
Canada	217
Great Britain	551
United States Of America	1,967

- De-standardization of records with non-commercial or ceased brandnames in Great Britain.

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.