

World Premium Points of Interest - Consumer Edition

Version 4.4

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 4.4 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	2,376
Algeria	Algeria**	DZA	34,925
Angola	Angola	AGO	39,913
Argentina	Argentina	ARG	2,551,021
Australia†	Australia	AUS	762,987
Austria	Austria	AUT	417,228
Bahrain	Bahrain	BHR	10,063
Belarus	Belarus**	BLR	306
Belgium & Luxembourg	Belgium	BEL	1,154,717
Belgium & Luxembourg	Luxembourg	LUX	83,196
Benin	Benin	BEN	6,111
Bosnia & Herzegovina	Bosnia & Herzegovina**	BIH	1,409
Botswana	Botswana	BWA	10,955
Brazil	Brazil	BRA	6,220,401
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	19,744
Canada	Canada	CAN	1,441,329
Chile	Chile	CHL	113,000
China	China	CHN	3,545,971
Colombia	Colombia**	COL	97,286
Congo	Congo	COG	6,106

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Costa Rica	Costa Rica**	CRI	38,577
Croatia	Croatia	HRV	66,535
Cyprus	Cyprus	CYP	46,821
Czech Republic	Czech Republic	CZE	669,706
Democratic Republic of Congo	Democratic Republic of Congo**	COD	15,701
Denmark	Denmark	DNK	422,923
Egypt	Egypt	EGY	43,070
El Salvador	El Salvador**	SLV	17,123
Estonia	Estonia	EST	96,893
Finland	Finland	FIN	306,170
France	Guadeloupe	GLP	20,827
France	Mayotte**	MYT	527
France	Reunion	REU	28,427
France	France	FRA	2,487,317
France	Monaco	MCO	432
France	Martinique	MTQ	18,350
France	French Guiana	GUF	4,511
France	Saint-Barthélemy**	BLM	2
France	Saint-Martin**	MAF	2
Gabon	Gabon	GAB	5,164
Germany	Germany	DEU	3,009,301
Ghana	Ghana	GHA	23,425
Great Britain	Great Britain	GBR	2,586,018
Greece	Greece	GRC	424,759
Guatemala	Guatemala**	GTM	28,695
Honduras	Honduras**	HND	8,277
Hong Kong	Hong Kong	HKG	175,838
Hungary	Hungary	HUN	254,916
Iceland	Iceland	ISL	69,685
India	India	IND	6,226,341
Indonesia	Indonesia	IDN	161,650
Iraq	Iraq	IRQ	1,362
Ireland	Ireland	IRL	180,139
Italy	Italy	ITA	3,558,296
Italy	Vatican City**	VAT	2
Italy	San Marino	SMR	1,316
Japan	Japan	JPN	2,441,830
Jordan	Jordan**	JOR	29,804
Kenya	Kenya	KEN	13,730
Kosovo	Kosovo**	XKS	301
Kuwait	Kuwait	KWT	4,685
Latvia	Latvia	LVA	143,741
Lebanon	Lebanon	LBN	13,057
Lesotho	Lesotho	LSO	5,724

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Lithuania	Lithuania	LTU	53,340
Macau	Macau	MAC	5,703
Macedonia	Macedonia**	MKD	1,861
Malawi	Malawi	MWI	18,294
Malaysia	Malaysia	MYS	55,059
Mali	Mali	MLI	15,424
Malta	Malta	MLT	38,520
Mauritania	Mauritania	MRT	2,829
Mauritius	Mauritius	MUS	3,678
Mexico	Mexico	MEX	612,931
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	139,654
Mozambique	Mozambique	MOZ	15,770
Namibia	Namibia	NAM	37,137
Netherlands	Bonaire, Sint Eustatius And Saba**	BES	5
Netherlands	Curaçao**	CUW	1
Netherlands	Netherlands	NLD	688,394
Netherlands	Sint Marten**	SXM	4
New Zealand	New Zealand	NZL	295,411
Nicaragua	Nicaragua**	NIC	10,408
Niger	Niger	NER	19,709

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Nigeria	Nigeria	NGA	9,177
Norway	Norway	NOR	458,244
Oman	Oman	OMN	3,919
Panama	Panama**	PAN	8,925
Peru	Peru**	PER	102,942
Philippines	Philippines	PHL	248,563
Poland	Poland	POL	1,847,553
Portugal	Portugal	PRT	409,476
Qatar	Qatar	QAT	3,488
Romania	Romania	ROU	777,105
Russia	Russia	RUS	1,414,076
Rwanda	Rwanda	RWA	11,384
Saudi Arabia	Saudi Arabia	SAU	92,801
Senegal	Senegal	SEN	14,178
Serbia	Serbia**	SRB	25,177
Singapore	Singapore	SGP	118,650
Slovakia	Slovakia	SVK	214,783
Slovenia	Slovenia	SVN	81,404
South Africa	South Africa	ZAF	464,754
Spain	Gibraltar**	GIB	17
Spain	Spain	ESP	2,390,998
Spain	Andorra	AND	1,424
Swaziland	Swaziland	SWZ	3,079
Sweden	Sweden	SWE	846,326
Switzerland	Liechtenstein	LIE	1,949
Switzerland	Switzerland	CHE	316,809
Taiwan	Taiwan	TWN	130,750
Tanzania	Tanzania	TZA	21,171
Thailand	Thailand	THA	366,843
Togo	Togo	TGO	4,972
Tunisia	Tunisia	TUN	124,771
Turkey	Turkey	TUR	658,692
Uganda	Uganda	UGA	7,018
Ukraine	Ukraine	UKR	411,341
United Arab Emirates	United Arab Emirates	ARE	27,857
United States of America	United States Of America	USA	14,595,793
Uruguay	Uruguay	URY	3,191
Venezuela	Venezuela**	VEN	333
Vietnam	Vietnam**	VNM	576,260
Yemen	Yemen	YEM	2,402
Zambia	Zambia	ZMB	10,304
Zimbabwe	Zimbabwe	ZWE	12,609
Cumulative			69,058,609

** 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

- Removed few junk characters from the data (\, <, >, %, ^, ||)
- 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	201
Canada	207
Great Britain	510
United States Of America	1,959

- 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 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.
- 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).