

World Premium Points of Interest

Version 4.4

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 4.4 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	4,125
Algeria	Algeria**	DZA	39,121
Angola	Angola	AGO	42,794
Argentina	Argentina	ARG	3,717,301
Australia†	Australia	AUS	1,211,233
Austria	Austria	AUT	613,902
Bahrain	Bahrain	BHR	19,604
Belarus	Belarus**	BLR	306
Belgium & Luxembourg	Belgium	BEL	1,762,843
Belgium & Luxembourg	Luxembourg	LUX	133,542
Benin	Benin	BEN	7,310
Bosnia & Herzegovina	Bosnia & Herzegovina**	BIH	1,413
Botswana	Botswana	BWA	12,560
Brazil	Brazil	BRA	9,484,764
Brunei	Brunei**	BRN	8,293
Bulgaria	Bulgaria**	BGR	9,194
Burkina Faso	Burkina Faso	BFA	13,478
Burundi	Burundi	BDI	2,676
Cameroon	Cameroon	CMR	27,244
Canada	Canada	CAN	2,244,449
Chile	Chile	CHL	172,834
China	China	CHN	9,192,264
Colombia	Colombia**	COL	106,701
Congo	Congo	COG	7,033

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Costa Rica	Costa Rica**	CRI	52,491
Croatia	Croatia	HRV	157,244
Cyprus	Cyprus	CYP	76,877
Czech Republic	Czech Republic	CZE	1,430,253
Democratic Republic of Congo	Democratic Republic of Congo**	COD	16,091
Denmark	Denmark	DNK	635,907
Egypt	Egypt	EGY	100,979
El Salvador	El Salvador**	SLV	25,633
Estonia	Estonia	EST	189,918
Finland	Finland	FIN	518,100
France	Guadeloupe	GLP	35,796
France	Mayotte**	MYT	528
France	Reunion	REU	46,750
France	France	FRA	4,055,489
France	Monaco	MCO	677
France	Martinique	MTQ	36,653
France	French Guiana	GUF	7,659
France	Saint-Barthélemy**	BLM	2
France	Saint-Martin**	MAF	2
Gabon	Gabon	GAB	6,154
Germany	Germany	DEU	4,974,952
Ghana	Ghana	GHA	44,440
Great Britain	Great Britain	GBR	4,412,514
Greece	Greece	GRC	604,923
Guatemala	Guatemala**	GTM	35,122
Honduras	Honduras**	HND	9,650
Hong Kong	Hong Kong	HKG	374,403
Hungary	Hungary	HUN	517,908
Iceland	Iceland	ISL	95,072
India	India	IND	6,973,365
Indonesia	Indonesia	IDN	257,809
Iraq	Iraq	IRQ	5,811
Ireland	Ireland	IRL	301,702
Italy	Italy	ITA	6,567,490
Italy	Vatican City**	VAT	2
Italy	San Marino	SMR	3,266
Japan	Japan	JPN	4,409,611
Jordan	Jordan**	JOR	31,851
Kenya	Kenya	KEN	58,788
Kosovo	Kosovo**	XKS	301
Kuwait	Kuwait	KWT	8,974
Latvia	Latvia	LVA	198,403
Lebanon	Lebanon	LBN	39,560
Lesotho	Lesotho	LSO	5,904

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Lithuania	Lithuania	LTU	100,142
Macau	Macau	MAC	11,380
Macedonia	Macedonia**	MKD	1,861
Malawi	Malawi	MWI	21,839
Malaysia	Malaysia	MYS	117,677
Mali	Mali	MLI	16,490
Malta	Malta	MLT	43,750
Mauritania	Mauritania	MRT	3,632
Mauritius	Mauritius	MUS	93,964
Mexico	Mexico	MEX	1,067,097
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	438,244
Mozambique	Mozambique	MOZ	18,380
Namibia	Namibia	NAM	39,147
Netherlands	Bonaire, Sint Eustatius And Saba**	BES	5
Netherlands	Curaçao**	CUW	1
Netherlands	Netherlands	NLD	1,523,371
Netherlands	Sint Marten**	SXM	4
New Zealand	New Zealand	NZL	397,582
Nicaragua	Nicaragua**	NIC	11,931
Niger	Niger	NER	20,552

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
Nigeria	Nigeria	NGA	38,438
Norway	Norway	NOR	720,555
Oman	Oman	OMN	6,580
Panama	Panama**	PAN	11,816
Peru	Peru**	PER	106,528
Philippines	Philippines	PHL	350,012
Poland	Poland	POL	3,283,524
Portugal	Portugal	PRT	675,576
Qatar	Qatar	QAT	5,995
Romania	Romania	ROU	1,372,572
Russia	Russia	RUS	3,335,939
Rwanda	Rwanda	RWA	12,785
Saudi Arabia	Saudi Arabia	SAU	109,419
Senegal	Senegal	SEN	16,818
Serbia	Serbia**	SRB	25,761
Singapore	Singapore	SGP	313,270
Slovakia	Slovakia	SVK	435,874
Slovenia	Slovenia	SVN	175,769
South Africa	South Africa	ZAF	658,290
Spain	Gibraltar**	GIB	17
Spain	Spain	ESP	3,551,034
Spain	Andorra	AND	2,459
Swaziland	Swaziland	SWZ	3,537
Sweden	Sweden	SWE	1,426,887
Switzerland	Liechtenstein	LIE	7,493
Switzerland	Switzerland	CHE	601,969
Taiwan	Taiwan	TWN	381,969
Tanzania	Tanzania	TZA	24,222
Thailand	Thailand	THA	680,413
Togo	Togo	TGO	6,056
Tunisia	Tunisia	TUN	126,467
Turkey	Turkey	TUR	1,133,713
Uganda	Uganda	UGA	10,113
Ukraine	Ukraine	UKR	747,114
United Arab Emirates	United Arab Emirates	ARE	97,763
United States of America	United States Of America	USA	23,683,957
Uruguay	Uruguay	URY	8,185
Venezuela	Venezuela**	VEN	624
Vietnam	Vietnam**	VNM	693,173
Yemen	Yemen	YEM	3,582
Zambia	Zambia	ZMB	12,524
Zimbabwe	Zimbabwe	ZWE	13,668
Cumulative			114,997,908

** 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 like, (\, <, >, %, ^, ||).
- 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	219
Canada	215
Great Britain	519
United States Of America	1962

- 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 of France(FRA) and Minor Americas(MAM).