

# World Premium Points of Interest - Consumer Edition

Version 4.6

UNITED STATES  
[www.pitneybowes.com/us](http://www.pitneybowes.com/us)  
Technical Support:  
<http://www.pitneybowes.com/us/support.html>

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## Release Notes

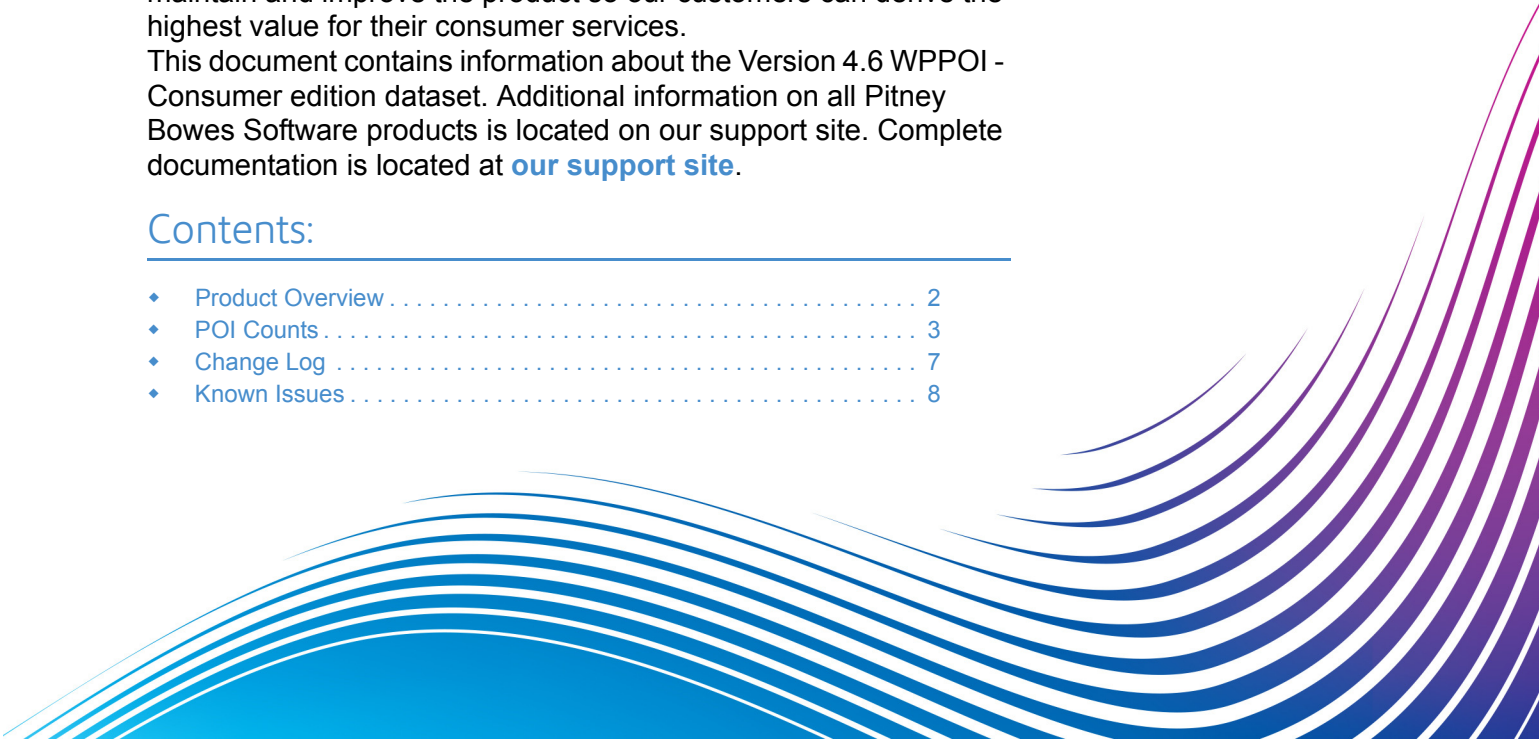
The World Premium Points of Interest - Consumer Edition (WPPOI-CSMR) contains the rich set of consumer focused Points of Interest available in the Pitney Bowes' World Premium Points of Interest dataset. Pitney Bowes is committed to ongoing enhancements to this industry leading database to serve our customers' 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 4.6 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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## 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	4,472
ALGERIA	ALGERIA**	DZA	35,006
ANGOLA	ANGOLA	AGO	39,918
ARGENTINA	ARGENTINA	ARG	2,551,331
AUSTRALIA†	AUSTRALIA	AUS	783,699
AUSTRIA	AUSTRIA	AUT	420,969
BAHRAIN	BAHRAIN	BHR	11,154
BELARUS	BELARUS**	BLR	301
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,186,963
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	84,483
BENIN	BENIN	BEN	6,129
BOSNIA & HERZEGOVINA	BOSNIA & HERZEGOVINA**	BIH	3,088
BOTSWANA	BOTSWANA	BWA	11,070
BRAZIL	BRAZIL	BRA	6,109,206
BRUNEI	BRUNEI**	BRN	6,617
BULGARIA	BULGARIA**	BGR	9,169
BURKINA FASO	BURKINA FASO	BFA	12,203
BURUNDI	BURUNDI	BDI	2,034
CAMEROON	CAMEROON	CMR	19,755
CANADA	CANADA	CAN	1,445,394
CHILE	CHILE	CHL	111,092
CHINA	CHINA	CHN	3,557,765
COLOMBIA	COLOMBIA**	COL	97,355
CONGO	CONGO	COG	6,110
COSTA RICA	COSTA RICA**	CRI	38,587
CROATIA	CROATIA	HRV	65,567
CYPRUS	CYPRUS	CYP	46,491
CZECH REPUBLIC	CZECH REPUBLIC	CZE	699,259
DEMOCRATIC REPUBLIC OF CONGO	DEMOCRATIC REPUBLIC OF CONGO**	COD	15,702
DENMARK	DENMARK	DNK	422,276
EGYPT	EGYPT	EGY	45,219
EL SALVADOR	EL SALVADOR**	SLV	17,116
ESTONIA	ESTONIA	EST	98,375
FINLAND	FINLAND	FIN	305,301
FRANCE	GUADELOUPE	GLP	25,605

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
FRANCE	MAYOTTE**	MYT	527
FRANCE	REUNION	REU	31,019
FRANCE	FRANCE	FRA	2,663,275
FRANCE	MONACO	MCO	2,212
FRANCE	MARTINIQUE	MTQ	21,057
FRANCE	FRENCH GUIANA	GUF	5,004
FRANCE	SAINT-BARTHÉLEMY**	BLM	2
FRANCE	SAINT-MARTIN**	MAF	4
GABON	GABON	GAB	5,173
GERMANY	GERMANY	DEU	3,022,568
GHANA	GHANA	GHA	23,449
GREAT BRITAIN	GREAT BRITAIN	GBR	2,567,460
GREECE	GREECE	GRC	371,394
GUATEMALA	GUATEMALA**	GTM	28,709
HONDURAS	HONDURAS**	HND	8,278
HONG KONG	HONG KONG	HKG	178,318
HUNGARY	HUNGARY	HUN	258,994
ICELAND	ICELAND	ISL	69,694
INDIA	INDIA	IND	6,226,341
INDONESIA	INDONESIA	IDN	167,195
IRAQ	IRAQ	IRQ	2,448
IRELAND	IRELAND	IRL	182,569
ITALY	ITALY	ITA	3,596,902
ITALY	VATICAN CITY**	VAT	2
ITALY	SAN MARINO	SMR	1,352
JAPAN	JAPAN	JPN	2,470,656
JORDAN	JORDAN**	JOR	34,325
KENYA	KENYA	KEN	14,098
KOSOVO	KOSOVO**	XKS	289
KUWAIT	KUWAIT	KWT	4,732
LATVIA	LATVIA	LVA	137,529
LEBANON	LEBANON	LBN	13,100
LESOTHO	LESOTHO	LSO	5,737
LITHUANIA	LITHUANIA	LTU	53,015
MACAU	MACAU	MAC	5,726
MACEDONIA	MACEDONIA**	MKD	14,312
MALAWI	MALAWI	MWI	18,306

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
MALAYSIA	MALAYSIA	MYS	56,258
MALI	MALI	MLI	15,441
MALTA	MALTA	MLT	38,671
MAURITANIA	MAURITANIA	MRT	2,832
MAURITIUS	MAURITIUS	MUS	3,695
MEXICO	MEXICO	MEX	634,361
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	238
MINOR AMERICAS	CUBA**	CUB	350
MINOR AMERICAS	CAYMAN ISLANDS**	CYM	39
MINOR AMERICAS	DOMINICA**	DMA	107
MINOR AMERICAS	DOMINICAN REPUBLIC**	DOM	3,433
MINOR AMERICAS	GRENADA**	GRD	129
MINOR AMERICAS	HAITI**	HTI	10
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	4
MOLDOVA	MOLDOVA**	MDA	629
MONTENEGRO	MONTENEGRO	MNE	18,166
MOROCCO	MOROCCO	MAR	135,168
MOZAMBIQUE	MOZAMBIQUE	MOZ	18,003
NAMIBIA	NAMIBIA	NAM	38,217
NETHERLANDS	BONAIRE, SINT EUSTATIUS AND SABA**	BES	5
NETHERLANDS	CURAÇAO**	CUW	1
NETHERLANDS	NETHERLANDS	NLD	695,704
NETHERLANDS	SINT MARTEN**	SXM	2

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
NEW ZEALAND	NEW ZEALAND	NZL	294,393
NICARAGUA	NICARAGUA**	NIC	10,409
NIGER	NIGER	NER	19,717
NIGERIA	NIGERIA	NGA	9,530
NORWAY	NORWAY	NOR	489,272
OMAN	OMAN	OMN	3,954
PANAMA	PANAMA**	PAN	8,926
PERU	PERU**	PER	102,972
PHILIPPINES	PHILIPPINES	PHL	257,096
POLAND	POLAND	POL	2,531,528
PORTUGAL	PORTUGAL	PRT	417,070
QATAR	QATAR	QAT	3,603
ROMANIA	ROMANIA	ROU	795,014
RUSSIA	RUSSIA	RUS	1,481,536
RWANDA	RWANDA	RWA	11,403
SAUDI ARABIA	SAUDI ARABIA	SAU	92,798
SENEGAL	SENEGAL	SEN	11,320
SERBIA	SERBIA**	SRB	34,179
SINGAPORE	SINGAPORE	SGP	118,487
SLOVAKIA	SLOVAKIA	SVK	220,650
SLOVENIA	SLOVENIA	SVN	81,924
SOUTH AFRICA	SOUTH AFRICA	ZAF	463,695
SPAIN	GIBRALTAR**	GIB	18
SPAIN	SPAIN	ESP	2,399,078
SPAIN	ANDORRA	AND	1,474
SWAZILAND	SWAZILAND	SWZ	3,091
SWEDEN	SWEDEN	SWE	831,401
SWITZERLAND	LIECHTENSTEIN	LIE	2,029
SWITZERLAND	SWITZERLAND	CHE	321,598
TAIWAN	TAIWAN	TWN	130,610
TANZANIA	TANZANIA	TZA	21,225
THAILAND	THAILAND	THA	368,854
TOGO	TOGO	TGO	4,978
TUNISIA	TUNISIA	TUN	125,753
TURKEY	TURKEY	TUR	655,369
UGANDA	UGANDA	UGA	7,066
UKRAINE	UKRAINE	UKR	376,832

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	31,010
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	14,537,597
URUGUAY	URUGUAY	URY	3,210
VENEZUELA	VENEZUELA**	VEN	332
VIETNAM	VIETNAM**	VNM	624,563
YEMEN	YEMEN	YEM	2,430
ZAMBIA	ZAMBIA	ZMB	10,737
ZIMBABWE	ZIMBABWE	ZWE	13,219
<b>CUMULATIVE</b>			<b>70,094,360</b>

\*\* 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

- Changed the schema for the http column by increasing the character length to 250.
- Brands like ZARA, TIFFANY etc. are updated in few countries such as, Germany, Switzerland, Greece, Kuwait etc.
- Junk characters like ( \, <, >, %, ^, ||) have been removed from the data.
- 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
Bahrain	7
Canada	217
Germany	13
Great Britain	499

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Country	Brandname Counts
Greece	9
Kuwait	10
Switzerland	15
Netherlands	16
Oman	2
Poland	5
Qatar	16
Romania	5
Saudi Arabia	13
Spain	14
United States Of America	1944
United Arab Emirates	21

- 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:

- Non-Standardized formatted address for few records in the countries such as, United Arab Emirates (ARE), Bahrain (BHR), Canada (CAN), Switzerland (CHE), Germany (DEU), Spain (ESP), Greece (GRC), Kuwait (KWT), Netherland (NLD), Oman (OMN), Poland (POL), Qatar (QAT), Romania (ROU) and Saudi Arab (SAU).
- 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).
- Encounter some corrupted characters in following 15 countries; Argentina, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Netherlands, Norway, Poland, Portugal, Spain, Sweden, and Switzerland. This issue would be fixed by next release.
- Brandname standardisation is work in progress, so this may encounter some minor discrepancies.