

# World Premium Points of Interest

Version 4.6

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

© 2014-2017 Pitney Bowes Software Inc.  
All Rights Reserved.

## 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 4.6 dataset. Complete documentation is located at [our support site](#).

### Contents:

---

◆ Product Overview . . . . .	2
◆ POI Counts . . . . .	3
◆ Change Log . . . . .	7
◆ Known Issues . . . . .	8



## Product Overview

The WPPOI 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	6,315
ALGERIA	ALGERIA**	DZA	39,202
ANGOLA	ANGOLA	AGO	42,827
ARGENTINA	ARGENTINA	ARG	3,717,901
AUSTRALIA	AUSTRALIA	AUS	1,239,107
AUSTRIA	AUSTRIA	AUT	618,243
BAHRAIN	BAHRAIN	BHR	21,253
BELARUS	BELARUS**	BLR	301
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,808,801
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	135,390
BENIN	BENIN	BEN	7,351
BOSNIA & HERZEGOVINA	BOSNIA & HERZEGOVINA**	BIH	3,088
BOTSWANA	BOTSWANA	BWA	12,732
BRAZIL	BRAZIL	BRA	9,283,769
BRUNEI	BRUNEI**	BRN	8,256
BULGARIA	BULGARIA**	BGR	9,296
BURKINA FASO	BURKINA FASO	BFA	13,527
BURUNDI	BURUNDI	BDI	2,677
CAMEROON	CAMEROON	CMR	27,291
CANADA	CANADA	CAN	2,242,833
CHILE	CHILE	CHL	171,146
CHINA	CHINA	CHN	9,180,485
COLOMBIA	COLOMBIA**	COL	106,769
CONGO	CONGO	COG	7,042
COSTA RICA	COSTA RICA**	CRI	52,516
CROATIA	CROATIA	HRV	154,450
CYPRUS	CYPRUS	CYP	75,958
CZECH REPUBLIC	CZECH REPUBLIC	CZE	1,478,873
DEMOCRATIC REPUBLIC OF CONGO	DEMOCRATIC REPUBLIC OF CONGO**	COD	16,092
DENMARK	DENMARK	DNK	634,915
EGYPT	EGYPT	EGY	103,902
EL SALVADOR	EL SALVADOR**	SLV	25,624
ESTONIA	ESTONIA	EST	193,531
FINLAND	FINLAND	FIN	517,566
FRANCE	GUADELOUPE	GLP	43,847

## WPPOI 4.6 Release Notes

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
FRANCE	FRENCH GUIANA	GUF	8,674
FRANCE	MAYOTTE**	MYT	528
FRANCE	SAINT-MARTIN**	MAF	4
FRANCE	SAINT-BARTHÉLEMY**	BLM	2
FRANCE	MONACO	MCO	2,884
FRANCE	REUNION	REU	51,628
FRANCE	MARTINIQUE	MTQ	41,215
FRANCE	FRANCE	FRA	4,309,388
GABON	GABON	GAB	6,180
GERMANY	GERMANY	DEU	4,998,555
GHANA	GHANA	GHA	44,533
GREAT BRITAIN	GREAT BRITAIN	GBR	4,447,492
GREECE	GREECE	GRC	540,675
GUATEMALA	GUATEMALA**	GTM	35,139
HONDURAS	HONDURAS**	HND	9,652
HONG KONG	HONG KONG	HKG	379,983
HUNGARY	HUNGARY	HUN	523,510
ICELAND	ICELAND	ISL	95,081
INDIA	INDIA	IND	6,973,365
INDONESIA	INDONESIA	IDN	264,400
IRAQ	IRAQ	IRQ	7,078
IRELAND	IRELAND	IRL	307,248
ITALY	VATICAN CITY**	VAT	2
ITALY	SAN MARINO	SMR	3,334
ITALY	ITALY	ITA	6,650,146
JAPAN	JAPAN	JPN	4,454,062
JORDAN	JORDAN**	JOR	36,468
KENYA	KENYA	KEN	59,334
KOSOVO	KOSOVO**	XKS	289
KUWAIT	KUWAIT	KWT	9,037
LATVIA	LATVIA	LVA	189,536
LEBANON	LEBANON	LBN	39,611
LESOTHO	LESOTHO	LSO	5,923
LITHUANIA	LITHUANIA	LTU	99,442
MACAU	MACAU	MAC	11,424
MACEDONIA	MACEDONIA**	MKD	17,619
MALAWI	MALAWI	MWI	21,867

WPPOI 4.6 Release Notes

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
MALAYSIA	MALAYSIA	MYS	119,190
MALI	MALI	MLI	16,520
MALTA	MALTA	MLT	44,003
MAURITANIA	MAURITANIA	MRT	3,636
MAURITIUS	MAURITIUS	MUS	94,035
MEXICO	MEXICO	MEX	1,089,185
MINOR AMERICAS	CUBA**	CUB	350
MINOR AMERICAS	ANGUILLA**	AIA	3
MINOR AMERICAS	DOMINICAN REPUBLIC**	DOM	4,114
MINOR AMERICAS	SAINT KITTS AND NEVIS**	KNA	71
MINOR AMERICAS	SAINT VINCENT AND THE GRENADINES**	VCT	6
MINOR AMERICAS	ARUBA**	ABW	3
MINOR AMERICAS	BERMUDA**	BMU	238
MINOR AMERICAS	MONTSERRAT**	MSR	3
MINOR AMERICAS	ANTIGUA AND BARBUDA**	ATG	4
MINOR AMERICAS	CAYMAN ISLANDS**	CYM	39
MINOR AMERICAS	SAINT LUCIA**	LCA	12
MINOR AMERICAS	BRITISH VIRGIN ISLANDS**	VGB	11
MINOR AMERICAS	TURKS AND CAICOS ISLANDS**	TCA	12
MINOR AMERICAS	GRENADA**	GRD	132
MINOR AMERICAS	HAITI**	HTI	10
MINOR AMERICAS	BAHAMAS**	BHS	73
MINOR AMERICAS	TRINIDAD AND TOBAGO**	TTO	33
MINOR AMERICAS	DOMINICA**	DMA	120
MINOR AMERICAS	BARBADOS**	BRB	100
MINOR AMERICAS	JAMAICA**	JAM	74
MINOR AMERICAS	SAINT-MARTIN**	MAF	4
MINOR AMERICAS	SAINT-BARTHÉLEMY**	BLM	2
MOLDOVA	MOLDOVA**	MDA	629
MONTENEGRO	MONTENEGRO	MNE	34,878
MOROCCO	MOROCCO	MAR	440,948
MOZAMBIQUE	MOZAMBIQUE	MOZ	20,733
NAMIBIA	NAMIBIA	NAM	40,445
NETHERLANDS	CURAÇAO**	CUW	1
NETHERLANDS	NETHERLANDS	NLD	1,530,412
NETHERLANDS	BONAIRE SINT EUSTATIUS AND SABA**	BES	5
NETHERLANDS	SINT MARTEN**	SXM	2

## WPPOI 4.6 Release Notes

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
NEW ZEALAND	NEW ZEALAND	NZL	400,014
NICARAGUA	NICARAGUA**	NIC	11,932
NIGER	NIGER	NER	20,568
NIGERIA	NIGERIA	NGA	39,304
NORWAY	NORWAY	NOR	764,101
OMAN	OMAN	OMN	6,555
PANAMA	PANAMA**	PAN	11,817
PERU	PERU**	PER	106,558
PHILIPPINES	PHILIPPINES	PHL	360,201
POLAND	POLAND	POL	4,243,760
PORTUGAL	PORTUGAL	PRT	687,774
QATAR	QATAR	QAT	6,298
ROMANIA	ROMANIA	ROU	1,390,653
RUSSIA	RUSSIA	RUS	3,512,541
RWANDA	RWANDA	RWA	12,840
SAUDI ARABIA	SAUDI ARABIA	SAU	109,741
SENEGAL	SENEGAL	SEN	14,000
SERBIA	SERBIA**	SRB	35,062
SINGAPORE	SINGAPORE	SGP	313,948
SLOVAKIA	SLOVAKIA	SVK	440,142
SLOVENIA	SLOVENIA	SVN	176,743
SOUTH AFRICA	SOUTH AFRICA	ZAF	656,629
SPAIN	SPAIN	ESP	3,558,010
SPAIN	GIBRALTAR**	GIB	18
SPAIN	ANDORRA	AND	2,541
SWAZILAND	SWAZILAND	SWZ	3,564
SWEDEN	SWEDEN	SWE	1,385,559
SWITZERLAND	LIECHTENSTEIN	LIE	7,923
SWITZERLAND	SWITZERLAND	CHE	612,260
TAIWAN	TAIWAN	TWN	377,655
TANZANIA	TANZANIA	TZA	24,343
THAILAND	THAILAND	THA	687,007
TOGO	TOGO	TGO	6,066
TUNISIA	TUNISIA	TUN	127,584
TURKEY	TURKEY	TUR	1,134,407
UGANDA	UGANDA	UGA	10,200
UKRAINE	UKRAINE	UKR	702,371

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	102,996
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	23,614,970
URUGUAY	URUGUAY	URY	8,248
VENEZUELA	VENEZUELA**	VEN	624
VIETNAM	VIETNAM**	VNM	750,489
YEMEN	YEMEN	YEM	3,627
ZAMBIA	ZAMBIA	ZMB	13,012
ZIMBABWE	ZIMBABWE	ZWE	14,296
<b>Cumulative</b>			<b>116,557,171</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.
- 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
Bahrain	7
Canada	227

## WPPOI 4.6 Release Notes

Country	Brandname Counts
Germany	13
Great Britain	512
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	1946
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 of France(FRA) and Minor Americas(MAM).