

World Premium Points of Interest

Version 4.7

UNITED STATES
www.pitneybowes.com/us
Technical Support:
<http://www.pbinsight.com/support>

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

Contents:

◆ Product Overview	2
◆ POI Counts	3
◆ Change Log	8
◆ Known Issues	9



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	6,332
Algeria	Algeria**	DZA	39,202
Angola	Angola	AGO	42,844
Argentina	Argentina	ARG	3,717,941
Australia†	Australia	AUS	1,252,220
Austria	Austria	AUT	619,171
Bahrain	Bahrain	BHR	21,294
Belarus	Belarus**	BLR	301
Belgium & Luxembourg	Belgium	BEL	1,813,797
Belgium & Luxembourg	Luxembourg	LUX	136,224
Benin	Benin	BEN	7,364
Bosnia & Herzegovina	Bosnia & Herzegovina**	BIH	3,088
Botswana	Botswana	BWA	12,782
Brazil	Brazil	BRA	9,284,119
Brunei	Brunei**	BRN	8,256
Bulgaria	Bulgaria**	BGR	9,296
Burkina Faso	Burkina Faso	BFA	13,533
Burundi	Burundi	BDI	2,679
Cameroon	Cameroon	CMR	27,308
Canada	Canada	CAN	2,245,153
Chile	Chile	CHL	171,299
China	China	CHN	9,157,480
Colombia	Colombia**	COL	106,769
Congo	Congo	COG	7,049
Costa Rica	Costa Rica**	CRI	52,516
Croatia	Croatia	HRV	154,362
Cyprus	Cyprus	CYP	75,708
Czech Republic	Czech Republic	CZE	1,254,473
Democratic Republic of Congo	Democratic Republic of Congo**	COD	16,092
Denmark	Denmark	DNK	631,709
Egypt	Egypt	EGY	103,980

WPPOI 4.7 Release Notes

El Salvador	El Salvador**	SLV	25,624
Estonia	Estonia	EST	196,656
Finland	Finland	FIN	512,754
France	France	FRA	4,574,861
France	French Guiana	GUF	9,357
France	Guadeloupe	GLP	45,748
France	Martinique	MTQ	43,032
France	Mayotte**	MYT	528
France	Monaco	MCO	3,253
France	Reunion	REU	54,259
France	Saint-Barthélemy**	BLM	2
France	Saint-Martin**	MAF	4
Gabon	Gabon	GAB	6,182
Germany	Germany	DEU	5,006,544
Ghana	Ghana	GHA	44,575
Great Britain	Great Britain	GBR	4,519,226
Greece	Greece	GRC	541,645
Guatemala	Guatemala**	GTM	35,139
Honduras	Honduras**	HND	9,652
Hong Kong	Hong Kong	HKG	380,103
Hungary	Hungary	HUN	519,941
Iceland	Iceland	ISL	95,082
India	India	IND	6,973,365
Indonesia	Indonesia	IDN	265,860
Iraq	Iraq	IRQ	7,150
Ireland	Ireland	IRL	307,641
Italy	Italy	ITA	6,669,803
Italy	San Marino	SMR	3,356
Italy	Vatican City**	VAT	2
Japan	Japan	JPN	4,466,574
Jordan	Jordan**	JOR	36,468
Kenya	Kenya	KEN	59,409
Kosovo	Kosovo**	XKS	289

WPPOI 4.7 Release Notes

Kuwait	Kuwait	KWT	9,106
Latvia	Latvia	LVA	175,206
Lebanon	Lebanon	LBN	39,662
Lesotho	Lesotho	LSO	5,928
Lithuania	Lithuania	LTU	99,453
Macau	Macau	MAC	11,431
Macedonia	Macedonia**	MKD	17,619
Malawi	Malawi	MWI	21,881
Malaysia	Malaysia	MYS	119,400
Mali	Mali	MLI	16,527
Malta	Malta	MLT	44,257
Mauritania	Mauritania	MRT	3,637
Mauritius	Mauritius	MUS	94,055
Mexico	Mexico	MEX	1,089,984
Minor Americas	Anguilla**	AIA	3
Minor Americas	Antigua And Barbuda**	ATG	4
Minor Americas	Aruba**	ABW	3
Minor Americas	Bahamas**	BHS	73
Minor Americas	Barbados**	BRB	100
Minor Americas	Bermuda**	BMU	238
Minor Americas	British Virgin Islands**	VGB	11
Minor Americas	Cayman Islands**	CYM	39
Minor Americas	Cuba**	CUB	350
Minor Americas	Dominica**	DMA	120
Minor Americas	Dominican Republic**	DOM	4,114
Minor Americas	Grenada**	GRD	132
Minor Americas	Haiti**	HTI	10
Minor Americas	Jamaica**	JAM	74
Minor Americas	Montserrat**	MSR	3
Minor Americas	Saint-Barthélemy**	BLM	2
Minor Americas	Saint Kitts And Nevis**	KNA	71
Minor Americas	Saint Lucia**	LCA	12
Minor Americas	Saint-Martin**	MAF	4

WPPOI 4.7 Release Notes

Minor Americas	Saint Vincent And The Grenadines**	VCT	6
Minor Americas	Trinidad And Tobago**	TTO	33
Minor Americas	Turks And Caicos Islands**	TCA	12
Moldova	Moldova**	MDA	629
Montenegro	Montenegro	MNE	34,878
Morocco	Morocco	MAR	440,961
Mozambique	Mozambique	MOZ	20,765
Namibia	Namibia	NAM	40,563
Netherlands	Bonaire, Sint Eustatius And Saba**	BES	5
Netherlands	Curaçao**	CUW	1
Netherlands	Netherlands	NLD	1,528,289
Netherlands	Sint Marten**	SXM	2
New Zealand	New Zealand	NZL	400,181
Nicaragua	Nicaragua**	NIC	11,932
Niger	Niger	NER	20,578
Nigeria	Nigeria	NGA	39,519
Norway	Norway	NOR	767,502
Oman	Oman	OMN	6,569
Panama	Panama**	PAN	11,817
Peru	Peru**	PER	106,558
Philippines	Philippines	PHL	361,276
Poland	Poland	POL	4,378,040
Portugal	Portugal	PRT	688,972
Qatar	Qatar	QAT	6,379
Romania	Romania	ROU	1,401,771
Russia	Russia	RUS	3,496,647
Rwanda	Rwanda	RWA	12,861
Saudi Arabia	Saudi Arabia	SAU	110,051
Senegal	Senegal	SEN	14,020
Serbia	Serbia**	SRB	35,062
Singapore	Singapore	SGP	314,828
Slovakia	Slovakia	SVK	380,585
Slovenia	Slovenia	SVN	177,033

WPPOI 4.7 Release Notes

South Africa	South Africa	ZAF	655,348
Spain	Andorra	AND	2,556
Spain	Gibraltar**	GIB	21
Spain	Spain	ESP	3,590,122
Swaziland	Swaziland	SWZ	3,577
Sweden	Sweden	SWE	1,381,830
Switzerland	Liechtenstein	LIE	8,011
Switzerland	Switzerland	CHE	614,833
Taiwan	Taiwan	TWN	376,846
Tanzania	Tanzania	TZA	24,372
Thailand	Thailand	THA	677,901
Togo	Togo	TGO	6,076
Tunisia	Tunisia	TUN	143,478
Turkey	Turkey	TUR	1,134,988
Uganda	Uganda	UGA	10,254
Ukraine	Ukraine	UKR	714,538
United Arab Emirates	United Arab Emirates	ARE	103,393
United States of America	United States Of America	USA	23,683,526
Uruguay	Uruguay	URY	8,279
Venezuela	Venezuela**	VEN	624
Vietnam	Vietnam**	VNM	750,489
Yemen	Yemen	YEM	3,631
Zambia	Zambia	ZMB	13,029
Zimbabwe	Zimbabwe	ZWE	14,323
Cumulative			116,892,304

** 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

WPPOI 4.7 Release Notes

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

- Brands like ADIDAS, EMPORIO ARMANI, HUGO BOSS, H&M, PULL&BEAR, RALPH LAUREN, SWAROVSKI, TIFFANY & CO., etc. are updated in few countries such as, Australia, Germany, Spain, 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 the Brand Name standardization in the data and it has been standardized for respective countries:

Country	Brandname Counts
Australia	225
Bahrain	11
Canada	232
Czech Republic	14
Germany	19
Great Britain	512
Greece	13
Kuwait	16
Netherlands	22
Oman	5
Poland	10
Qatar	22
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	18
Switzerland	20
United Arab Emirates	26
United States Of America	1944

- 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 attributes for few records in the countries such as, United Arab Emirates (ARE), Bahrain (BHR), Canada (CAN), Switzerland (CHE), Czech Republic (CZE), Germany (DEU), Spain (ESP), Greece (GRC), Kuwait (KWT), Netherland (NLD), Oman (OMN), Poland (POL), Qatar (QAT), Romania (ROU), Russia (RUS), Saudi Arab (SAU) and Slovakia (SVK).
- 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.

WPPOI 4.7 Release Notes

- 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).