

# World Premium Points of Interest - Consumer Edition

Version 4.8

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

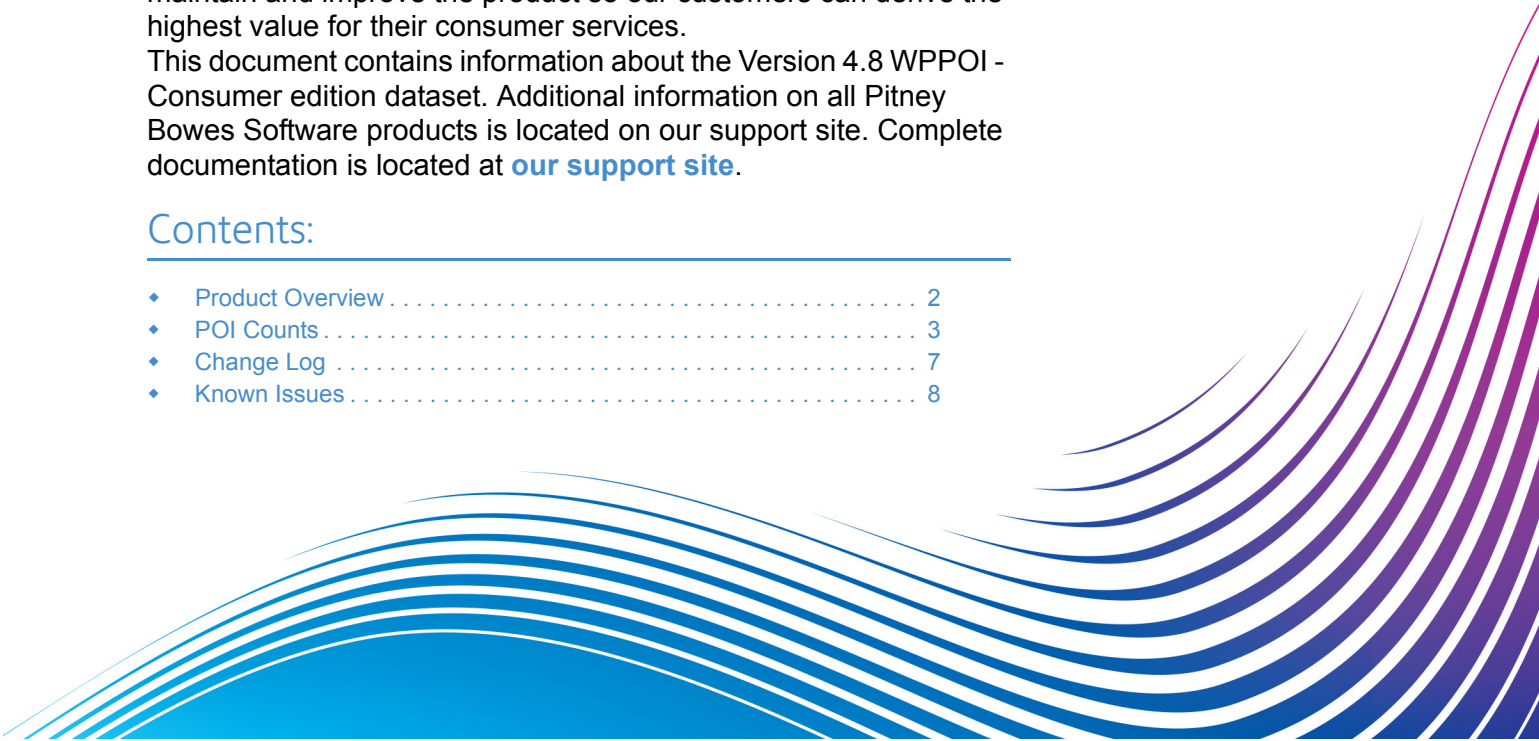
The World Premium Points of Interest - Consumer Edition (WPPOI-CSMR) contains the rich set of consumer focused Points of Interest available in the Pitney Bowes' World Premium Points of Interest dataset. Pitney Bowes is committed to ongoing enhancements to this industry leading database to serve our customers' 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 4.8 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 features 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) codes. 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	4,476
ALGERIA	ALGERIA	DZA	35,006
ANGOLA	ANGOLA	AGO	39,933
ARGENTINA	ARGENTINA	ARG	2,551,359
AUSTRALIA	AUSTRALIA	AUS	752,192
AUSTRIA	AUSTRIA	AUT	422,578
BAHRAIN	BAHRAIN	BHR	11,171
BELARUS	BELARUS	BLR	301
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,191,893
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	84,873
BENIN	BENIN	BEN	6,146
BOSNIA & HERZEGOVINA	BOSNIA & HERZEGOVINA	BIH	3,088
BOTSWANA	BOTSWANA	BWA	11,116
BRAZIL	BRAZIL	BRA	6,109,541
BRUNEI	BRUNEI	BRN	6,617
BULGARIA	BULGARIA	BGR	9,169
BURKINA FASO	BURKINA FASO	BFA	12,209
BURUNDI	BURUNDI	BDI	2,034
CAMEROON	CAMEROON	CMR	19,761
CANADA	CANADA	CAN	1,484,645
CHILE	CHILE	CHL	111,160
CHINA	CHINA	CHN	3,552,906
COLOMBIA	COLOMBIA	COL	97,355
CONGO	CONGO	COG	6,111
COSTA RICA	COSTA RICA	CRI	38,587
CROATIA	CROATIA	HRV	65,513
CYPRUS	CYPRUS	CYP	46,082
CZECH REPUBLIC	CZECH REPUBLIC	CZE	567,918
DEMOCRATIC REPUBLIC OF CONGO	DEMOCRATIC REPUBLIC OF CONGO	COD	15,702
DENMARK	DENMARK	DNK	418,102
EGYPT	EGYPT	EGY	45,187
EL SALVADOR	EL SALVADOR	SLV	17,116
ESTONIA	ESTONIA	EST	99,215
FINLAND	FINLAND	FIN	301,542
FRANCE	FRANCE	FRA	2,880,530

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
FRANCE	FRENCH GUIANA	GUF	5,573
FRANCE	GUADELOUPE	GLP	27,139
FRANCE	MARTINIQUE	MTQ	22,214
FRANCE	MAYOTTE	MYT	527
FRANCE	MONACO	MCO	2,538
FRANCE	REUNION	REU	33,111
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	SAINT-MARTIN	MAF	4
GABON	GABON	GAB	5,173
GERMANY	GERMANY	DEU	3,036,445
GHANA	GHANA	GHA	23,499
GREAT BRITAIN	GREAT BRITAIN	GBR	2,601,720
GREECE	GREECE	GRC	377,296
GUATEMALA	GUATEMALA	GTM	28,709
HONDURAS	HONDURAS	HND	8,278
HONG KONG	HONG KONG	HKG	178,804
HUNGARY	HUNGARY	HUN	256,580
ICELAND	ICELAND	ISL	69,707
INDIA	INDIA	IND	6,226,341
INDONESIA	INDONESIA	IDN	168,253
IRAQ	IRAQ	IRQ	2,478
IRELAND	IRELAND	IRL	182,860
ITALY	ITALY	ITA	3,611,273
ITALY	SAN MARINO	SMR	1,360
ITALY	VATICAN CITY	VAT	2
JAPAN	JAPAN	JPN	2,484,674
JORDAN	JORDAN	JOR	34,325
KENYA	KENYA	KEN	14,153
KOSOVO	KOSOVO	XKS	289
KUWAIT	KUWAIT	KWT	4,762
LATVIA	LATVIA	LVA	129,750
LEBANON	LEBANON	LBN	13,124
LESOTHO	LESOTHO	LSO	5,742
LITHUANIA	LITHUANIA	LTU	53,010
MACAU	MACAU	MAC	5,737
MACEDONIA	MACEDONIA	MKD	14,312
MALAWI	MALAWI	MWI	18,308

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
MALAYSIA	MALAYSIA	MYS	56,326
MALI	MALI	MLI	15,446
MALTA	MALTA	MLT	38,846
MAURITANIA	MAURITANIA	MRT	2,831
MAURITIUS	MAURITIUS	MUS	3,707
MEXICO	MEXICO	MEX	635,191
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	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	MONTSERRAT	MSR	3
MINOR AMERICAS	SAINT KITTS AND NEVIS	KNA	59
MINOR AMERICAS	SAINT LUCIA	LCA	12
MINOR AMERICAS	SAINT VINCENT AND THE GRENADINES	VCT	6
MINOR AMERICAS	SAINT-BARTHÉLEMY	BLM	2
MINOR AMERICAS	SAINT-MARTIN	MAF	4
MINOR AMERICAS	TRINIDAD AND TOBAGO	TTO	33
MINOR AMERICAS	TURKS AND CAICOS ISLANDS	TCA	12
MOLDOVA	MOLDOVA	MDA	629
MONTENEGRO	MONTENEGRO	MNE	18,166
MOROCCO	MOROCCO	MAR	147,675
MOZAMBIQUE	MOZAMBIQUE	MOZ	18,024
NAMIBIA	NAMIBIA	NAM	38,322
NETHERLANDS	BONAIRE SINT EUSTATIUS AND SABA	BES	5
NETHERLANDS	CURAÇAO	CUW	1
NETHERLANDS	NETHERLANDS	NLD	693,640

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
NETHERLANDS	SINT MARTEN	SXM	2
NEW ZEALAND	NEW ZEALAND	NZL	294,954
NICARAGUA	NICARAGUA	NIC	10,409
NIGER	NIGER	NER	19,730
NIGERIA	NIGERIA	NGA	9,674
NORWAY	NORWAY	NOR	492,202
OMAN	OMAN	OMN	3,965
PANAMA	PANAMA	PAN	8,926
PERU	PERU	PER	102,972
PHILIPPINES	PHILIPPINES	PHL	258,188
POLAND	POLAND	POL	2,650,266
PORTUGAL	PORTUGAL	PRT	419,122
QATAR	QATAR	QAT	3,633
ROMANIA	ROMANIA	ROU	801,330
RUSSIA	RUSSIA	RUS	1,384,528
RWANDA	RWANDA	RWA	11,424
SAUDI ARABIA	SAUDI ARABIA	SAU	92,939
SENEGAL	SENEGAL	SEN	11,330
SERBIA	SERBIA	SRB	34,179
SINGAPORE	SINGAPORE	SGP	120,641
SLOVAKIA	SLOVAKIA	SVK	184,288
SLOVENIA	SLOVENIA	SVN	82,826
SOUTH AFRICA	SOUTH AFRICA	ZAF	461,891
SPAIN	ANDORRA	AND	1,493
SPAIN	GIBRALTAR	GIB	21
SPAIN	SPAIN	ESP	2,436,497
SWAZILAND	SWAZILAND	SWZ	3,116
SWEDEN	SWEDEN	SWE	819,808
SWITZERLAND	LIECHTENSTEIN	LIE	2,050
SWITZERLAND	SWITZERLAND	CHE	323,419
TAIWAN	TAIWAN	TWN	124,612
TANZANIA	TANZANIA	TZA	21,268
THAILAND	THAILAND	THA	363,041
TOGO	TOGO	TGO	4,984
TUNISIA	TUNISIA	TUN	68,334
TURKEY	TURKEY	TUR	654,935
UGANDA	UGANDA	UGA	7,089

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
UKRAINE	UKRAINE	UKR	382,313
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	31,096
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	14,618,800
URUGUAY	URUGUAY	URY	3,216
VENEZUELA	VENEZUELA	VEN	332
VIETNAM	VIETNAM	VNM	624,563
YEMEN	YEMEN	YEM	2,430
ZAMBIA	ZAMBIA	ZMB	10,742
ZIMBABWE	ZIMBABWE	ZWE	13,236
<b>Cumulative</b>			<b>70,319,534</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

- 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.
- Junk characters like (\, <, >, %, ^, ||) have been removed from the data.
- 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	207
Bahrain	11

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Country	Brandname Counts
Canada	224
Czech Republic	14
Germany	19
Great Britain	501
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	1935

- 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.
- 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.