

# World Premium Points of Interest

Version 4.8

**UNITED STATES**  
**[www.pitneybowes.com/us](http://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 4.8 dataset. Complete documentation is located at [our support site](#).

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## 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	6,354
ALGERIA	ALGERIA	DZA	39,202
ANGOLA	ANGOLA	AGO	42,854
ARGENTINA	ARGENTINA	ARG	3,717,974
AUSTRALIA	AUSTRALIA	AUS	1,178,451
AUSTRIA	AUSTRIA	AUT	620,052
BAHRAIN	BAHRAIN	BHR	21,292
BELARUS	BELARUS	BLR	301
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,817,422
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	136,577
BENIN	BENIN	BEN	7,384
BOSNIA & HERZEGOVINA	BOSNIA & HERZEGOVINA	BIH	3,088
BOTSWANA	BOTSWANA	BWA	12,808
BRAZIL	BRAZIL	BRA	9,284,599
BRUNEI	BRUNEI	BRN	8,256
BULGARIA	BULGARIA	BGR	9,296
BURKINA FASO	BURKINA FASO	BFA	13,543
BURUNDI	BURUNDI	BDI	2,679
CAMEROON	CAMEROON	CMR	27,321
CANADA	CANADA	CAN	2,322,667
CHILE	CHILE	CHL	171,420
CHINA	CHINA	CHN	9,402,457
COLOMBIA	COLOMBIA	COL	106,769
CONGO	CONGO	COG	7,049
COSTA RICA	COSTA RICA	CRI	52,516
CROATIA	CROATIA	HRV	154,276
CYPRUS	CYPRUS	CYP	75,793
CZECH REPUBLIC	CZECH REPUBLIC	CZE	1,225,478
DEMOCRATIC REPUBLIC OF CONGO	DEMOCRATIC REPUBLIC OF CONGO	COD	16,092
DENMARK	DENMARK	DNK	628,932

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
EGYPT	EGYPT	EGY	104,038
EL SALVADOR	EL SALVADOR	SLV	25,624
ESTONIA	ESTONIA	EST	195,408
FINLAND	FINLAND	FIN	512,115
FRANCE	GUADELOUPE	GLP	46,058
FRANCE	FRENCH GUIANA	GUF	9,510
FRANCE	MAYOTTE	MYT	528
FRANCE	SAINT-MARTIN	MAF	4
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	MONACO	MCO	3,309
FRANCE	REUNION	REU	54,658
FRANCE	MARTINIQUE	MTQ	43,266
FRANCE	FRANCE	FRA	4,609,727
GABON	GABON	GAB	6,184
GERMANY	GERMANY	DEU	5,018,250
GHANA	GHANA	GHA	44,622
GREAT BRITAIN	GREAT BRITAIN	GBR	4,505,618
GREECE	GREECE	GRC	547,191
GUATEMALA	GUATEMALA	GTM	35,139
HONDURAS	HONDURAS	HND	9,652
HONG KONG	HONG KONG	HKG	380,483
HUNGARY	HUNGARY	HUN	519,699
ICELAND	ICELAND	ISL	95,113
INDIA	INDIA	IND	6,973,365
INDONESIA	INDONESIA	IDN	266,186
IRAQ	IRAQ	IRQ	7,214
IRELAND	IRELAND	IRL	308,403
ITALY	VATICAN CITY	VAT	2
ITALY	SAN MARINO	SMR	3,364
ITALY	ITALY	ITA	6,685,589
JAPAN	JAPAN	JPN	4,478,749
JORDAN	JORDAN	JOR	36,468

COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
KENYA	KENYA	KEN	59,481
KOSOVO	KOSOVO	XKS	289
KUWAIT	KUWAIT	KWT	9,103
LATVIA	LATVIA	LVA	182,756
LEBANON	LEBANON	LBN	39,713
LESOTHO	LESOTHO	LSO	5,929
LITHUANIA	LITHUANIA	LTU	99,455
MACAU	MACAU	MAC	11,445
MACEDONIA	MACEDONIA	MKD	17,619
MALAWI	MALAWI	MWI	21,889
MALAYSIA	MALAYSIA	MYS	119,559
MALI	MALI	MLI	16,535
MALTA	MALTA	MLT	44,261
MAURITANIA	MAURITANIA	MRT	3,639
MAURITIUS	MAURITIUS	MUS	94,086
MEXICO	MEXICO	MEX	1,090,791
MINOR AMERICAS	CUBA	CUB	350
MINOR AMERICAS	ANGUILLA	AIA	3
MINOR AMERICAS	DOMINICAN REPUBLIC	DOM	4,114
MINOR AMERICAS	SAINT-MARTIN	MAF	4
MINOR AMERICAS	SAINT KITTS AND NEVIS	KNA	71
MINOR AMERICAS	SAINT-BARTHÉLEMY	BLM	2
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

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
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
MOLDOVA	MOLDOVA	MDA	629
MONTENEGRO	MONTENEGRO	MNE	34,878
MOROCCO	MOROCCO	MAR	476,738
MOZAMBIQUE	MOZAMBIQUE	MOZ	20,788
NAMIBIA	NAMIBIA	NAM	40,619
NETHERLANDS	CURAÇAO	CUW	1
NETHERLANDS	NETHERLANDS	NLD	1,526,142
NETHERLANDS	BONAIRE SINT EUSTATIUS AND SABA	BES	5
NETHERLANDS	SINT MARTEN	SXM	2
NEW ZEALAND	NEW ZEALAND	NZL	402,280
NICARAGUA	NICARAGUA	NIC	11,932
NIGER	NIGER	NER	20,584
NIGERIA	NIGERIA	NGA	39,698
NORWAY	NORWAY	NOR	769,998
OMAN	OMAN	OMN	6,574
PANAMA	PANAMA	PAN	11,817
PERU	PERU	PER	106,558
PHILIPPINES	PHILIPPINES	PHL	362,219
POLAND	POLAND	POL	4,398,654
PORTUGAL	PORTUGAL	PRT	691,227
QATAR	QATAR	QAT	6,368
ROMANIA	ROMANIA	ROU	1,406,493
RUSSIA	RUSSIA	RUS	3,498,406
RWANDA	RWANDA	RWA	12,882
SAUDI ARABIA	SAUDI ARABIA	SAU	110,022

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
SENEGAL	SENEGAL	SEN	14,037
SERBIA	SERBIA	SRB	35,062
SINGAPORE	SINGAPORE	SGP	317,850
SLOVAKIA	SLOVAKIA	SVK	376,349
SLOVENIA	SLOVENIA	SVN	178,618
SOUTH AFRICA	SOUTH AFRICA	ZAF	653,757
SPAIN	SPAIN	ESP	3,595,797
SPAIN	GIBRALTAR	GIB	21
SPAIN	ANDORRA	AND	2,565
SWAZILAND	SWAZILAND	SWZ	3,595
SWEDEN	SWEDEN	SWE	1,352,763
SWITZERLAND	LIECHTENSTEIN	LIE	8,048
SWITZERLAND	SWITZERLAND	CHE	616,252
TAIWAN	TAIWAN	TWN	372,840
TANZANIA	TANZANIA	TZA	24,416
THAILAND	THAILAND	THA	676,480
TOGO	TOGO	TGO	6,075
TUNISIA	TUNISIA	TUN	143,452
TURKEY	TURKEY	TUR	1,134,765
UGANDA	UGANDA	UGA	10,253
UKRAINE	UKRAINE	UKR	713,820
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	103,194
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	23,745,356
URUGUAY	URUGUAY	URY	8,274
VENEZUELA	VENEZUELA	VEN	624
VIETNAM	VIETNAM	VNM	750,489
YEMEN	YEMEN	YEM	3,630
ZAMBIA	ZAMBIA	ZMB	13,027
ZIMBABWE	ZIMBABWE	ZWE	14,323
<b>Cumulative</b>			<b>117,291,650</b>

\*\* Business data coverage is limited in 49 countries.

## WPPOI 4.8 Release Notes

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.
- 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:

<b>Country</b>	<b>Brandname Counts</b>
Australia	224
Bahrain	11
Canada	231
Czech Republic	14
Germany	19
Great Britain	514
Greece	13
Kuwait	16
Netherlands	22
Oman	5
Poland	10
Qatar	22
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8



Country	Brandname Counts
Spain	18
Switzerland	20
United Arab Emirates	26
United States Of America	1938

- 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.

## WPPOI 4.8 Release Notes

- 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).