

World Premium Points of Interest

Version 4.9

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 4.9 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	6,370
ALGERIA	ALGERIA	DZA	39,202
ANGOLA	ANGOLA	AGO	42,868
ARGENTINA	ARGENTINA	ARG	4,038,566
AUSTRALIA†	AUSTRALIA	AUS	1,463,125
AUSTRIA	AUSTRIA	AUT	620,852
BAHRAIN	BAHRAIN	BHR	21,304
BELARUS	BELARUS	BLR	301
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,824,817
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	137,136
BENIN	BENIN	BEN	7,420
BOSNIA & HERZEGOVINA	BOSNIA & HERZEGOVINA	BIH	3,088
BOTSWANA	BOTSWANA	BWA	12,808
BRAZIL	BRAZIL	BRA	9,284,881
BRUNEI	BRUNEI	BRN	8,256
BULGARIA	BULGARIA	BGR	9,296
BURKINA FASO	BURKINA FASO	BFA	13,547
BURUNDI	BURUNDI	BDI	2,680
CAMEROON	CAMEROON	CMR	27,332
CANADA	CANADA	CAN	2,240,543
CHILE	CHILE	CHL	171,894
CHINA	CHINA	CHN	9,427,934
COLOMBIA	COLOMBIA	COL	106,769
CONGO	CONGO	COG	7,049
COSTA RICA	COSTA RICA	CRI	52,516
CROATIA	CROATIA	HRV	153,008
CYPRUS	CYPRUS	CYP	75,886
CZECH REPUBLIC	CZECH REPUBLIC	CZE	1,401,693
DEMOCRATIC REPUBLIC OF CONGO	DEMOCRATIC REPUBLIC OF CONGO	COD	16,092
DENMARK	DENMARK	DNK	626,480
EGYPT	EGYPT	EGY	104,090

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
EL SALVADOR	EL SALVADOR	SLV	25,624
ESTONIA	ESTONIA	EST	193,143
FINLAND	FINLAND	FIN	510,794
FRANCE	FRANCE	FRA	4,756,650
FRANCE	FRENCH GUIANA	GUF	10,331
FRANCE	GUADELOUPE	GLP	47,227
FRANCE	MARTINIQUE	MTQ	44,379
FRANCE	MAYOTTE	MYT	528
FRANCE	MONACO	MCO	3,337
FRANCE	REUNION	REU	56,578
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	SAINT-MARTIN	MAF	4
GABON	GABON	GAB	6,189
GERMANY	GERMANY	DEU	5,026,799
GHANA	GHANA	GHA	44,668
GREAT BRITAIN	GREAT BRITAIN	GBR	4,500,435
GREECE	GREECE	GRC	546,610
GUATEMALA	GUATEMALA	GTM	35,139
HONDURAS	HONDURAS	HND	9,652
HONG KONG	HONG KONG	HKG	381,082
HUNGARY	HUNGARY	HUN	518,956
ICELAND	ICELAND	ISL	95,224
INDIA	INDIA	IND	6,973,365
INDONESIA	INDONESIA	IDN	266,705
IRAQ	IRAQ	IRQ	7,254
IRELAND	IRELAND	IRL	309,220
ITALY	ITALY	ITA	6,697,548
ITALY	SAN MARINO	SMR	3,366
ITALY	VATICAN CITY	VAT	2
JAPAN	JAPAN	JPN	4,489,445
JORDAN	JORDAN	JOR	36,468
KENYA	KENYA	KEN	59,545

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
KOSOVO	KOSOVO	XKS	289
KUWAIT	KUWAIT	KWT	9,123
LATVIA	LATVIA	LVA	182,715
LEBANON	LEBANON	LBN	39,754
LESOTHO	LESOTHO	LSO	5,929
LITHUANIA	LITHUANIA	LTU	99,444
MACAU	MACAU	MAC	11,451
MACEDONIA	MACEDONIA	MKD	17,619
MALAWI	MALAWI	MWI	21,919
MALAYSIA	MALAYSIA	MYS	119,716
MALI	MALI	MLI	16,537
MALTA	MALTA	MLT	44,489
MAURITANIA	MAURITANIA	MRT	3,641
MAURITIUS	MAURITIUS	MUS	94,117
MEXICO	MEXICO	MEX	4,637,449
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 KITTS AND NEVIS	KNA	71
MINOR AMERICAS	SAINT LUCIA	LCA	12

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
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	34,878
MOROCCO	MOROCCO	MAR	477,261
MOZAMBIQUE	MOZAMBIQUE	MOZ	20,808
NAMIBIA	NAMIBIA	NAM	40,619
NETHERLANDS	BONAIRE, SINT EUSTATIUS AND SABA	BES	5
NETHERLANDS	CURAÇAO	CUW	1
NETHERLANDS	NETHERLANDS	NLD	1,524,275
NETHERLANDS	SINT MARTEN	SXM	2
NEW ZEALAND	NEW ZEALAND	NZL	403,194
NICARAGUA	NICARAGUA	NIC	11,932
NIGER	NIGER	NER	20,588
NIGERIA	NIGERIA	NGA	39,837
NORWAY	NORWAY	NOR	760,964
OMAN	OMAN	OMN	6,580
PANAMA	PANAMA	PAN	11,817
PERU	PERU	PER	106,558
PHILIPPINES	PHILIPPINES	PHL	367,044
POLAND	POLAND	POL	4,940,375
PORTUGAL	PORTUGAL	PRT	694,044
QATAR	QATAR	QAT	6,382
ROMANIA	ROMANIA	ROU	1,397,538
RUSSIA	RUSSIA	RUS	3,482,699
RWANDA	RWANDA	RWA	12,906
SAUDI ARABIA	SAUDI ARABIA	SAU	110,148
SENEGAL	SENEGAL	SEN	14,065

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COUNTRY BUNDLES	COUNTRIES	ISO3	POI Counts
SERBIA	SERBIA	SRB	35,062
SINGAPORE	SINGAPORE	SGP	317,822
SLOVAKIA	SLOVAKIA	SVK	411,692
SLOVENIA	SLOVENIA	SVN	178,525
SOUTH AFRICA	SOUTH AFRICA	ZAF	654,223
SPAIN	ANDORRA	AND	2,572
SPAIN	GIBRALTAR	GIB	21
SPAIN	SPAIN	ESP	3,589,448
SWAZILAND	SWAZILAND	SWZ	3,595
SWEDEN	SWEDEN	SWE	1,342,526
SWITZERLAND	LIECHTENSTEIN	LIE	8,126
SWITZERLAND	SWITZERLAND	CHE	617,668
TAIWAN	TAIWAN	TWN	361,485
TANZANIA	TANZANIA	TZA	24,448
THAILAND	THAILAND	THA	676,419
TOGO	TOGO	TGO	6,080
TUNISIA	TUNISIA	TUN	143,478
TURKEY	TURKEY	TUR	1,135,160
UGANDA	UGANDA	UGA	10,286
UKRAINE	UKRAINE	UKR	719,101
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	104,590
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	23,782,087
URUGUAY	URUGUAY	URY	8,311
VENEZUELA	VENEZUELA	VEN	624
VIETNAM	VIETNAM	VNM	750,489
YEMEN	YEMEN	YEM	3,635
ZAMBIA	ZAMBIA	ZMB	13,043
ZIMBABWE	ZIMBABWE	ZWE	14,332
Cumulative			122,313,675

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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

- Record count increase in Argentina, Mexico and Poland.
- Increase in brand coverage for few brands like Pizza Hut, KFC, Walmart in Argentina, Mexico and Poland.
- 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	226
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

Country	Brandname Counts
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	20
Switzerland	21
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'.
- Non Standardized formattedAddress, mainAddressLine and addressLastLine for few records in Australia.
- 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.

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- 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).