

# World Premium Points of Interest

Version 5.0

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

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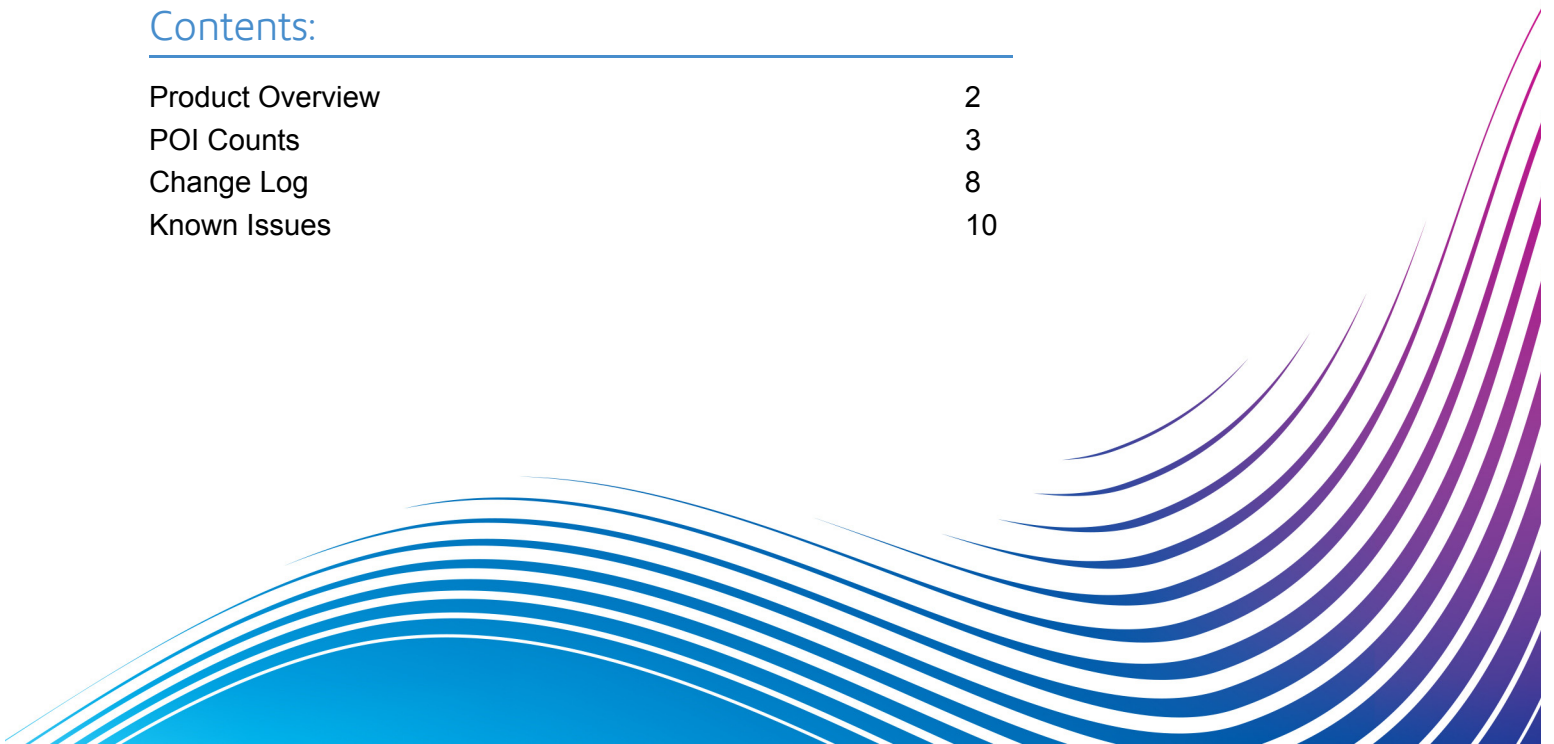
## Release Notes

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 5.0 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

<b>COUNTRY BUNDLES</b>	<b>COUNTRIES</b>	<b>ISO3</b>	<b>TOTAL V5.0 COUNTS</b>
ALBANIA	ALBANIA	ALB	7,009
ALGERIA	ALGERIA	DZA	34,780
ANGOLA	ANGOLA	AGO	43,341
ARGENTINA	ARGENTINA	ARG	3,484,860
AUSTRALIA	AUSTRALIA	AUS	2,850,112
AUSTRIA	AUSTRIA	AUT	620,123
BAHRAIN	BAHRAIN	BHR	44,921
BELARUS	BELARUS	BLR	362
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,830,678
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	136,664
BENIN	BENIN	BEN	7,485
BOLIVIA	BOLIVIA	BOL	25,093
BOSNIA & HERZEGOVINA	BOSNIA & HERZEGOVINA	BIH	32,450
BOTSWANA	BOTSWANA	BWA	13,523
BRAZIL	BRAZIL	BRA	17,729,622
BRUNEI	BRUNEI	BRN	9,282
BULGARIA	BULGARIA	BGR	86,956
BURKINA FASO	BURKINA FASO	BFA	13,559
BURUNDI	BURUNDI	BDI	2,697
CAMEROON	CAMEROON	CMR	27,555
CANADA	CANADA	CAN	2,434,539
CHILE	CHILE	CHL	354,477
CHINA	CHINA	CHN	9,652,201
COLOMBIA	COLOMBIA	COL	529,089
CONGO	CONGO	COG	7,075
COSTA RICA	COSTA RICA	CRI	52,492
CAPE VERDE	CAPE VERDE	CPV	369
CROATIA	CROATIA	HRV	143,601
CYPRUS	CYPRUS	CYP	99,998
CZECH REPUBLIC	CZECH REPUBLIC	CZE	1,522,909

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COUNTRY BUNDLES	COUNTRIES	ISO3	TOTAL V5.0 COUNTS
DEMOCRATIC REPUBLIC OF CONGO	DEMOCRATIC REPUBLIC OF CONGO	COD	16,090
DENMARK	DENMARK	DNK	602,241
ECUADOR	ECUADOR	ECU	15,366
EGYPT	EGYPT	EGY	108,108
EL SALVADOR	EL SALVADOR	SLV	25,624
ESTONIA	ESTONIA	EST	197,049
FINLAND	FINLAND	FIN	555,490
FRANCE	GUADELOUPE	GLP	37,443
FRANCE	FRENCH GUIANA	GUF	10,539
FRANCE	SAINT-MARTIN	MAF	5
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	MONACO	MCO	2,779
FRANCE	REUNION	REU	55,923
FRANCE	MARTINIQUE	MTQ	39,129
FRANCE	FRANCE	FRA	6,379,567
GABON	GABON	GAB	6,193
GERMANY	GERMANY	DEU	6,658,567
GHANA	GHANA	GHA	44,969
GREAT BRITAIN	GREAT BRITAIN	GBR	4,548,067
GREECE	GREECE	GRC	650,700
GUATEMALA	GUATEMALA	GTM	35,140
HONDURAS	HONDURAS	HND	9,640
HONG KONG	HONG KONG	HKG	427,611
HUNGARY	HUNGARY	HUN	712,046
ICELAND	ICELAND	ISL	99,795
INDIA	INDIA	IND	6,973,364
INDONESIA	INDONESIA	IDN	267,788
IRAQ	IRAQ	IRQ	7,946
IRELAND	IRELAND	IRL	324,373
ITALY	VATICAN CITY	VAT	24
ITALY	SAN MARINO	SMR	4,389

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COUNTRY BUNDLES	COUNTRIES	ISO3	TOTAL V5.0 COUNTS
ITALY	ITALY	ITA	7,246,503
JAPAN	JAPAN	JPN	4,628,318
JORDAN	JORDAN	JOR	53,133
KAZAKHSTAN	KAZAKHSTAN	KAZ	98,378
KENYA	KENYA	KEN	59,875
KOSOVO	KOSOVO	XKS	302
KUWAIT	KUWAIT	KWT	9,523
LATVIA	LATVIA	LVA	188,627
LEBANON	LEBANON	LBN	45,900
LESOTHO	LESOTHO	LSO	5,929
LITHUANIA	LITHUANIA	LTU	99,363
MACAU	MACAU	MAC	11,493
MACEDONIA	MACEDONIA	MKD	42,786
MALAWI	MALAWI	MWI	22,095
MALAYSIA	MALAYSIA	MYS	440,060
MALI	MALI	MLI	16,568
MALTA	MALTA	MLT	60,898
MAURITANIA	MAURITANIA	MRT	3,649
MAURITIUS	MAURITIUS	MUS	96,799
MEXICO	MEXICO	MEX	4,948,143
MINOR AMERICAS	CUBA	CUB	351
MINOR AMERICAS	ANGUILLA	AIA	3
MINOR AMERICAS	DOMINICAN REPUBLIC	DOM	4,236
MINOR AMERICAS	SAINT-MARTIN	MAF	5
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	2
MINOR AMERICAS	BERMUDA	BMU	238
MINOR AMERICAS	MONTSERRAT	MSR	3
MINOR AMERICAS	ANTIGUA AND BARBUDA	ATG	4

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COUNTRY BUNDLES	COUNTRIES	ISO3	TOTAL V5.0 COUNTS
MINOR AMERICAS	CAYMAN ISLANDS	CYM	40
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	8
MINOR AMERICAS	BAHAMAS	BHS	1,021
MINOR AMERICAS	TRINIDAD AND TOBAGO	TTO	34
MINOR AMERICAS	DOMINICA	DMA	120
MINOR AMERICAS	BARBADOS	BRB	100
MINOR AMERICAS	JAMAICA	JAM	75
MOLDOVA	MOLDOVA	MDA	20,883
MONTENEGRO	MONTENEGRO	MNE	35,215
MOROCCO	MOROCCO	MAR	488,124
MOZAMBIQUE	MOZAMBIQUE	MOZ	20,861
NAMIBIA	NAMIBIA	NAM	40,458
NETHERLANDS	CURAÇAO	CUW	2
NETHERLANDS	NETHERLANDS	NLD	1,688,339
NETHERLANDS	BONAIRE SINT EUSTATIUS AND SABA	BES	5
NETHERLANDS	SINT MARTEN	SXM	2
NEW ZEALAND	NEW ZEALAND	NZL	506,130
NICARAGUA	NICARAGUA	NIC	11,929
NIGER	NIGER	NER	20,616
NIGERIA	NIGERIA	NGA	62,117
NORWAY	NORWAY	NOR	840,865
OMAN	OMAN	OMN	7,281
PANAMA	PANAMA	PAN	11,808
PERU	PERU	PER	174,214
PHILIPPINES	PHILIPPINES	PHL	714,610
POLAND	POLAND	POL	5,292,363
PORTUGAL	PORTUGAL	PRT	796,134

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<b>COUNTRY BUNDLES</b>	<b>COUNTRIES</b>	<b>ISO3</b>	<b>TOTAL V5.0 COUNTS</b>
PARAGUAY	PARAGUAY	PRY	5,650
QATAR	QATAR	QAT	48,286
ROMANIA	ROMANIA	ROU	1,154,421
RUSSIA	RUSSIA	RUS	3,812,174
RWANDA	RWANDA	RWA	13,018
SAUDI ARABIA	SAUDI ARABIA	SAU	116,575
SENEGAL	SENEGAL	SEN	14,273
SERBIA	SERBIA	SRB	51,653
SINGAPORE	SINGAPORE	SGP	463,994
SLOVAKIA	SLOVAKIA	SVK	420,604
SLOVENIA	SLOVENIA	SVN	178,330
SOUTH AFRICA	SOUTH AFRICA	ZAF	925,501
SPAIN	SPAIN	ESP	4,961,332
SPAIN	GIBRALTAR	GIB	436
SPAIN	ANDORRA	AND	5,700
SAINT PIERRE AND MIQUELON	SAINT PIERRE AND MIQUELON	SPM	6
SWAZILAND	SWAZILAND	SWZ	3,593
SWEDEN	SWEDEN	SWE	1,424,946
SWITZERLAND	LIECHTENSTEIN	LIE	9,800
SWITZERLAND	SWITZERLAND	CHE	643,513
SEYCHELLES	SEYCHELLES	SYC	245
TAIWAN	TAIWAN	TWN	768,091
TANZANIA	TANZANIA	TZA	24,301
THAILAND	THAILAND	THA	1,557,266
TOGO	TOGO	TGO	6,189
TUNISIA	TUNISIA	TUN	144,083
TURKEY	TURKEY	TUR	2,111,475
UGANDA	UGANDA	UGA	10,586
UKRAINE	UKRAINE	UKR	799,000
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	513,528
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	26,227,356
URUGUAY	URUGUAY	URY	8,726

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COUNTRY BUNDLES	COUNTRIES	ISO3	TOTAL V5.0 COUNTS
VENEZUELA	VENEZUELA	VEN	100,574
VIETNAM	VIETNAM	VNM	758,553
YEMEN	YEMEN	YEM	4,471
ZAMBIA	ZAMBIA	ZMB	12,634
ZIMBABWE	ZIMBABWE	ZWE	14,042
<b>Cumulative</b>			<b>146,745,498</b>

*\*New countries added in this release.*

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

- Updated the Headers in schema to upper case
- A new column ALT\_INDUSTRY\_CODE has been added, after the SIC8\_DESCRIPTION column in the schema
- Removed few columns such as, CEO\_NAME and CEO\_TITLE from the schema
- Position for GEORESULT and CONFIDENCE\_CODE columns has been changed. Both these columns are moved after LATITUDE column in the schema.
- Changed the datatype for EMPLOYEE\_HERE, EMPLOYEE\_COUNT, YEAR\_START and CURRENCY\_CODE to Integer.
- Changed the datatype for SALES\_VOLUME\_LOCAL and SALES\_VOLUME\_US\_DOLLARS to BigInteger
- Quality enhancements for multiple brands and new brandnames have also been added in USA. Click [here](#) for more details.
- Few brands have been updated with the new names. Click [here](#) for more details.
- False positives brandnames have been untagged.



- Latitude and Longitude values may occasionally change slightly due to geocoding enhancements.
- Applied few changes in the address components for few records
- POI counts have been increased for Iceland (ISL), Hong Kong (HKG), Portugal (PRT), Singapore (SGP) and Taiwan (TWN).
- Removed few junk characters from the data like, (\, <, >, %, ^, ||).
- Improved the Brand Name standardization in the data and it has been standardized for respective countries:

<b>Country</b>	<b>Brandname Counts</b>
Argentina	8
Australia	225
Bahrain	11
Canada	289
Czech Republic	14
Germany	19
Great Britain	554
Greece	13
Kuwait	16
Netherlands	22
Oman	5
Poland	10
Qatar	22
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	20
Switzerland	21
United Arab Emirates	26
United States Of America	2126

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 countries such as, United Arab Emirates (ARE), Argentina (ARG), 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 diacritic loss in Name, TradeName, formattedAddress, mainAddressLine, addressLastLine, areaName1 and areaName3, CEO name, Domestic Ultimate Address, Global Ultimate Address and Parent Address columns.
- 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).
- Brandname standardization is work in progress, so there maybe some minor discripencies.