

World Premium Points of Interest

Version 5.14.0

UNITED STATES
www.pitneybowes.com/us
Technical Support:
<https://www.pitneybowes.com/us/support.html>

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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 5.14.0 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.

Coverage

WPPOI product v5.14.0 contains POIs for 176 countries. Some countries are released together in a group. The following table provides details of each country group, including the ISO3 codes (three-character ISO country codes) for each country included.

COUNTRY BUNDLE	COUNTRY	ISO3
Albania	Albania	ALB
Algeria	Algeria	DZA
Angola	Angola	AGO
Argentina	Argentina	ARG
Armenia	Armenia	ARM
Australia†	Australia	AUS

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Austria	Austria	AUT
Azerbaijan	Azerbaijan	AZE
Bahrain	Bahrain	BHR
Belarus	Belarus	BLR
Belgium & Luxembourg	Belgium	BEL
Belgium & Luxembourg	Luxembourg	LUX
Belize	Belize	BLZ
Benin	Benin	BEN
Bolivia	Bolivia	BOL
Bosnia & Herzegovina	Bosnia & Herzegovina	BIH
Botswana	Botswana	BWA
Brazil	Brazil	BRA
Brunei	Brunei	BRN
Bulgaria	Bulgaria	BGR
Burkina Faso	Burkina Faso	BFA
Burundi	Burundi	BDI
Cameroon	Cameroon	CMR
Canada	Canada	CAN
Cape Verde	Cape Verde	CPV
Chile	Chile	CHL
China	China	CHN
Colombia	Colombia	COL
Congo	Congo	COG
Costa Rica	Costa Rica	CRI
CÔTE D'IVOIRE	CÔTE D'IVOIRE	CIV
Croatia	Croatia	HRV
Cyprus	Cyprus	CYP
Czech Republic	Czech Republic	CZE
Democratic Republic of Congo	Democratic Republic of Congo	COD
Denmark	Denmark	DNK
Ecuador	Ecuador	ECU
Egypt	Egypt	EGY
El Salvador	El Salvador	SLV
Estonia	Estonia	EST
Finland	Finland	FIN

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Fiji	Fiji	FJI
France	France	FRA
France	French Guiana	GUF
France	French Polynesia	PYF
France	Guadeloupe	GLP
France	Martinique	MTQ
France	Mayotte	MYT
France	Monaco	MCO
France	Reunion	REU
France	Saint-Barthélemy	BLM
France	Saint-Martin	MAF
Faroe Island	Faroe Islands	FRO
Gambia	Gambia	GMB
Gabon	Gabon	GAB
Germany	Germany	DEU
Georgia	Georgia	GEO
Ghana	Ghana	GHA
Great Britain	Great Britain	GBR
Greece	Greece	GRC
Guatemala	Guatemala	GTM
Guyana	Guyana	GUY
Honduras	Honduras	HND
Hong Kong	Hong Kong	HKG
Hungary	Hungary	HUN
Iceland	Iceland	ISL
India	India	IND
Indonesia	Indonesia	IDN
Iraq	Iraq	IRQ
Ireland	Ireland	IRL
Israel	Israel	ISR
Italy	Italy	ITA
Italy	San Marino	SMR
Italy	Vatican City	VAT
Japan	Japan	JPN
Jordan	Jordan	JOR

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Kazakhstan	Kazakhstan	KAZ
Kenya	Kenya	KEN
Kosovo	Kosovo	XKS
Kuwait	Kuwait	KWT
Latvia	Latvia	LVA
LAO PDR	LAO PDR	LAO
Lebanon	Lebanon	LBN
Lesotho	Lesotho	LSO
Lithuania	Lithuania	LTU
Macau	Macau	MAC
Macedonia	Macedonia	MKD
Malawi	Malawi	MWI
Malaysia	Malaysia	MYS
Mali	Mali	MLI
Malta	Malta	MLT
Mauritania	Mauritania	MRT
Mauritius	Mauritius	MUS
Mexico	Mexico	MEX
Minor Americas	Anguilla	AIA
Minor Americas	Antigua And Barbuda	ATG
Minor Americas	Aruba	ABW
Minor Americas	Bahamas	BHS
Minor Americas	Barbados	BRB
Minor Americas	Bermuda	BMU
Minor Americas	British Virgin Islands	VGB
Minor Americas	Cayman Islands	CYM
Minor Americas	Cuba	CUB
Minor Americas	Dominica	DMA
Minor Americas	Dominican Republic	DOM
Minor Americas	Grenada	GRD
Minor Americas	Haiti	HTI
Minor Americas	Jamaica	JAM
Minor Americas	Montserrat	MSR
Minor Americas	Saint Kitts And Nevis	KNA
Minor Americas	Saint Lucia	LCA

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Minor Americas	Saint Vincent And The Grenadines	VCT
Minor Americas	Saint-Barthélemy	BLM
Minor Americas	Saint-Martin	MAF
Minor Americas	Trinidad And Tobago	TTO
Minor Americas	Turks And Caicos Islands	TCA
Moldova	Moldova	MDA
Montenegro	Montenegro	MNE
Morocco	Morocco	MAR
Mozambique	Mozambique	MOZ
Myanmar	Myanmar	MMR
Namibia	Namibia	NAM
Netherlands	Bonaire, Sint Eustatius And Saba	BES
Netherlands	Curaçao	CUW
Netherlands	Netherlands	NLD
Netherlands	Sint Marten	SXM
New Zealand	New Zealand	NZL
Nicaragua	Nicaragua	NIC
Niger	Niger	NER
Nigeria	Nigeria	NGA
Norway	Norway	NOR
Oman	Oman	OMN
Panama	Panama	PAN
Paraguay	Paraguay	PRY
Peru	Peru	PER
Philippines	Philippines	PHL
Poland	Poland	POL
Portugal	Portugal	PRT
Qatar	Qatar	QAT
Republic of Korea	Republic of Korea	KOR
Romania	Romania	ROU
Russia	Russia	RUS
Rwanda	Rwanda	RWA
Saudi Arabia	Saudi Arabia	SAU
Saint Perre	Saint Perre	SPM
Senegal	Senegal	SEN

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Serbia	Serbia	SRB
Seychelles	Seychelles	SYC
Singapore	Singapore	SGP
Slovakia	Slovakia	SVK
Slovenia	Slovenia	SVN
South Africa	South Africa	ZAF
Spain	Andorra	AND
Spain	Gibraltar	GIB
Spain	Spain	ESP
Swaziland	Swaziland	SWZ
Sweden	Sweden	SWE
Switzerland	Liechtenstein	LIE
Switzerland	Switzerland	CHE
Suriname	Suriname	SUR
Taiwan	Taiwan	TWN
Tanzania	Tanzania	TZA
Thailand	Thailand	THA
Togo	Togo	TGO
Tunisia	Tunisia	TUN
Turkey	Turkey	TUR
Uganda	Uganda	UGA
Ukraine	Ukraine	UKR
United Arab Emirates	United Arab Emirates	ARE
United States of America*	United States Of America	USA
Uruguay	Uruguay	URY
Venezuela	Venezuela	VEN
Vietnam	Vietnam	VNM
Yemen	Yemen	YEM
Zambia	Zambia	ZMB
Zimbabwe	Zimbabwe	ZWE

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*US un-incorporated territories like American Samoa, Commonwealth of the Northern Island, Guam, Puerto Rico, and Virgin Islands are included in the USA dataset. The following table provides details of the territories added to USA country bundle.

Country Bundle	Country	ISO3
United States of America	American Samoa	USA
United States of America	Commonwealth of the Northern Mariana Island	USA
United States of America	Guam	USA
United States of America	Puerto Rico	USA
United States of America	Virgin Islands	USA

POI Counts

COUNTRY BUNDLES	COUNTRIES	ISO3	TOTAL V5.14.0 COUNTS
ALBANIA	ALBANIA	ALB	20,612
ALGERIA	ALGERIA	DZA	194,992
ANGOLA	ANGOLA	AGO	60,209
ARGENTINA	ARGENTINA	ARG	3,206,321
ARMENIA	ARMENIA	ARM	9
AUSTRALIA	AUSTRALIA	AUS	3,572,586
AUSTRIA	AUSTRIA	AUT	746,089
AZERBAIJAN	AZERBAIJAN	AZE	25
BAHRAIN	BAHRAIN	BHR	129,758
BELARUS	BELARUS	BLR	403
BELGIUM_&_LUXEMBOURG	BELGIUM	BEL	1,998,288
BELGIUM_&_LUXEMBOURG	LUXEMBOURG	LUX	173,498
BELIZE	BELIZE	BLZ	11,135
BENIN	BENIN	BEN	8,615
BOLIVIA	BOLIVIA	BOL	33,800
BOSNIA_&_HERZEGOVINA	BOSNIA_&_HERZEGOVINA	BIH	58,412
BOTSWANA	BOTSWANA	BWA	33,326
BRAZIL	BRAZIL	BRA	17,837,182
BRUNEI	BRUNEI	BRN	10,640
BULGARIA	BULGARIA	BGR	666,023
BURKINA_FASO	BURKINA_FASO	BFA	14,850
BURUNDI	BURUNDI	BDI	4,346
CAMEROON	CAMEROON	CMR	37,849
CANADA	CANADA	CAN	3,055,928
CAPE_VERDE	CAPE_VERDE	CPV	372
CHILE	CHILE	CHL	1,072,464
CHINA	CHINA	CHN	19,120,031
COLOMBIA	COLOMBIA	COL	3,582,345
CONGO	CONGO	COG	7,570
COSTA_RICA	COSTA_RICA	CRI	52,511

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CÔTE D'IVOIRE	CÔTE D'IVOIRE	CIV	21,831
CROATIA	CROATIA	HRV	220,243
CYPRUS	CYPRUS	CYP	306,364
CZECH_REPUBLIC	CZECH_REPUBLIC	CZE	1,634,744
DEMOCRATIC_REPUBLIC_OF_CONGO	DEMOCRATIC_REPUBLIC_OF_CONGO	COD	18,463
DENMARK	DENMARK	DNK	657,819
ECUADOR	ECUADOR	ECU	50,597
EGYPT	EGYPT	EGY	374,412
EL_SALVADOR	EL_SALVADOR	SLV	25,643
ESTONIA	ESTONIA	EST	245,997
FAROE ISLANDS	FAROE ISLANDS	FRO	724
FIJI	FIJI	FJI	997
FINLAND	FINLAND	FIN	676,542
FRANCE	FRANCE	FRA	7,041,338
FRANCE	FRENCH POLYNESIA	PYF	32
FRANCE	FRENCH_GUIANA	GUF	14,004
FRANCE	GUADELOUPE	GLP	46,069
FRANCE	MARTINIQUE	MTQ	42,516
FRANCE	MAYOTTE	MYT	1,254
FRANCE	MONACO	MCO	2,705
FRANCE	REUNION	REU	59,371
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	SAINT-MARTIN	MAF	147
GABON	GABON	GAB	7,332
GAMBIA	GAMBIA	GMB	65
GEORGIA	GEORGIA	GEO	25
GERMANY	GERMANY	DEU	5,771,760
GHANA	GHANA	GHA	54,538
GREAT_BRITAIN	GREAT_BRITAIN	GBR	4,629,419
GREECE	GREECE	GRC	1,102,725
GUATEMALA	GUATEMALA	GTM	35,154
GUYANA	GUYANA	GUY	3,806

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HONDURAS	HONDURAS	HND	9,653
HONG_KONG	HONG_KONG	HKG	400,194
HUNGARY	HUNGARY	HUN	673,576
ICELAND	ICELAND	ISL	110,126
INDIA	INDIA	IND	11,672,630
INDONESIA	INDONESIA	IDN	899,392
IRAQ	IRAQ	IRQ	19,353
IRELAND	IRELAND	IRL	396,639
ISRAEL	ISRAEL	ISR	862,508
ITALY	ITALY	ITA	7,317,957
ITALY	SAN_MARINO	SMR	4,315
ITALY	VATICAN_CITY	VAT	16
JAPAN	JAPAN	JPN	4,935,992
JORDAN	JORDAN	JOR	115,053
KAZAKHSTAN	KAZAKHSTAN	KAZ	98,379
KENYA	KENYA	KEN	251,684
KOSOVO	KOSOVO	XKS	2,899
KUWAIT	KUWAIT	KWT	33,129
LAO PDR	LAO PDR	LAO	1,399
LATVIA	LATVIA	LVA	190,152
LEBANON	LEBANON	LBN	157,703
LESOTHO	LESOTHO	LSO	13,980
LITHUANIA	LITHUANIA	LTU	141,958
MACAU	MACAU	MAC	14,721
MACEDONIA	MACEDONIA	MKD	50,452
MALAWI	MALAWI	MWI	29,626
MALAYSIA	MALAYSIA	MYS	676,397
MALI	MALI	MLI	17,558
MALTA	MALTA	MLT	75,647
MAURITANIA	MAURITANIA	MRT	4,321
MAURITIUS	MAURITIUS	MUS	134,246
MEXICO	MEXICO	MEX	4,870,135
MINOR_AMERICAS	ANGUILLA	AIA	3

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MINOR_AMERICAS	ANTIGUA_AND_BARBUDA	ATG	564
MINOR_AMERICAS	ARUBA	ABW	4
MINOR_AMERICAS	BAHAMAS	BHS	1,977
MINOR_AMERICAS	BARBADOS	BRB	108
MINOR_AMERICAS	BERMUDA	BMU	244
MINOR_AMERICAS	BRITISH_VIRGIN_ISLANDS	VGB	12
MINOR_AMERICAS	CAYMAN_ISLANDS	CYM	299
MINOR_AMERICAS	CUBA	CUB	362
MINOR_AMERICAS	DOMINICA	DMA	122
MINOR_AMERICAS	DOMINICAN_REPUBLIC	DOM	132,177
MINOR_AMERICAS	GRENADA	GRD	137
MINOR_AMERICAS	HAITI	HTI	14
MINOR_AMERICAS	JAMAICA	JAM	86
MINOR_AMERICAS	MONTserrat	MSR	56
MINOR_AMERICAS	SAINT_KITTS_AND_NEVIS	KNA	516
MINOR_AMERICAS	SAINT_LUCIA	LCA	135
MINOR_AMERICAS	SAINT_VINCENT_AND_THE_GRENADINES	VCT	182
MINOR_AMERICAS	SAINT-BARTHÉLEMY	BLM	2
MINOR_AMERICAS	SAINT-MARTIN	MAF	148
MINOR_AMERICAS	TRINIDAD_AND_TOBAGO	TTO	3,093
MINOR_AMERICAS	TURKS_AND_CAICOS_ISLANDS	TCA	13
MOLDOVA	MOLDOVA	MDA	31,594
MONTENEGRO	MONTENEGRO	MNE	43,516
MOROCCO	MOROCCO	MAR	671,235
MOZAMBIQUE	MOZAMBIQUE	MOZ	38,750
MYANMAR	MYANMAR	MMR	35,366
NAMIBIA	NAMIBIA	NAM	88,785
NETHERLANDS	BONAIRE_SINT_EUSTATIUS_AND_SABA	BES	4
NETHERLANDS	CURAÇAO	CUW	10
NETHERLANDS	NETHERLANDS	NLD	1,607,057
NETHERLANDS	SINT_MARTEN	SXM	5
NEW_ZEALAND	NEW_ZEALAND	NZL	586,497
NICARAGUA	NICARAGUA	NIC	11,934

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NIGER	NIGER	NER	21,033
NIGERIA	NIGERIA	NGA	165,347
NORWAY	NORWAY	NOR	917,727
OMAN	OMAN	OMN	61,191
PANAMA	PANAMA	PAN	11,829
PARAGUAY	PARAGUAY	PRY	28,344
PERU	PERU	PER	250,007
PHILIPPINES	PHILIPPINES	PHL	847,476
POLAND	POLAND	POL	5,041,877
PORTUGAL	PORTUGAL	PRT	742,244
QATAR	QATAR	QAT	58,110
ROMANIA	ROMANIA	ROU	1,460,528
RUSSIA	RUSSIA	RUS	4,703,438
RWANDA	RWANDA	RWA	17,372
SAINT_PIERRE_AND_MIQUELON	SAINT_PIERRE_AND_MIQUELON	SPM	8
SAUDI_ARABIA	SAUDI_ARABIA	SAU	562,405
SENEGAL	SENEGAL	SEN	32,207
SERBIA	SERBIA	SRB	206,792
SEYCHELLES	SEYCHELLES	SYC	246
SINGAPORE	SINGAPORE	SGP	688,866
SLOVAKIA	SLOVAKIA	SVK	696,378
SLOVENIA	SLOVENIA	SVN	233,805
SOUTH_AFRICA	SOUTH_AFRICA	ZAF	953,389
SOUTH_KOREA	SOUTH_KOREA	KOR	2,597,043
SPAIN	ANDORRA	AND	5,547
SPAIN	GIBRALTAR	GIB	431
SPAIN	SPAIN	ESP	4,541,561
SURINAME	SURINAME	SUR	7,169
SWAZILAND	SWAZILAND	SWZ	8,350
SWEDEN	SWEDEN	SWE	1,449,714
SWITZERLAND	LIECHTENSTEIN	LIE	13,575
SWITZERLAND	SWITZERLAND	CHE	814,283
TAIWAN	TAIWAN	TWN	1,236,605

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TANZANIA	TANZANIA	TZA	39,768
THAILAND	THAILAND	THA	1,852,563
TOGO	TOGO	TGO	6,646
TUNISIA	TUNISIA	TUN	250,660
TURKEY	TURKEY	TUR	2,311,521
UGANDA	UGANDA	UGA	22,240
UKRAINE	UKRAINE	UKR	1,326,529
UNITED_ARAB_EMIRATES	UNITED_ARAB_EMIRATES	ARE	521,798
UNITED_STATES_OF_AMERICA	UNITED_STATES_OF_AMERICA	USA	27,778,647
URUGUAY	URUGUAY	URY	47,641
VENEZUELA	VENEZUELA	VEN	91,032
VIETNAM	VIETNAM	VNM	1,911,534
YEMEN	YEMEN	YEM	21,147
ZAMBIA	ZAMBIA	ZMB	24,242
ZIMBABWE	ZIMBABWE	ZWE	39,752
Cumulative			180,814,241

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

- A new lookup table of **Local Activity Code Description** has been added in the Product Guide against the "**ALT_INDUSTRY_CODE**" field in the schema. This table defines the list of various NACE codes (Nomenclature of Economic Activities) and their description for respective countries. For more details refer to the [World Premium Points of Interest](#) product guide.
- De-Duplication exercise has been performed on all countries hence, you may find slight differences in the counts.
- Quality enhancements in 600 brands for the USA, in 120 brands for GBR, more than 100 brands in Canada and in 65 brands for Australia. Click [here](#) for more details.
- Removed the 'CPF' information (It is the Brazilian individual taxpayer registry identification number) from POI names in Brazil, wherever it exists.
- Few brands have been updated with the new names. Click [here](#) for more details.
- False positives brandnames have been untagged.
- Latitude and Longitude values have changed slightly due to geocoding enhancements.
- Removed few junk characters from the data like, (\, <, >, %, ^, ||).
- Improved the Brand Name standardization in the data and it has been standardized for respective countries. A new country Hungary has been added to the list of countries for which the brand name standardization has been done.

Country	Brandname Counts
Argentina	27
Australia	336
Bahrain	11
Canada	334
Czech Republic	14
Germany	19
Great Britain	639
Greece	13
Hungary	1
Kuwait	16
Mexico	58
Netherlands	22
Oman	5
Poland	10
Qatar	22

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Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	22
Switzerland	21
United Arab Emirates	26
United States Of America	1997

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:

- The ALT_INDUSTRY_CODE field lookup value is available for only 21 countries.
- 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, 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, Postcode 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.

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- 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 discrepancies.