

World Premium Points of Interest - Consumer Edition

Version 5.1

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

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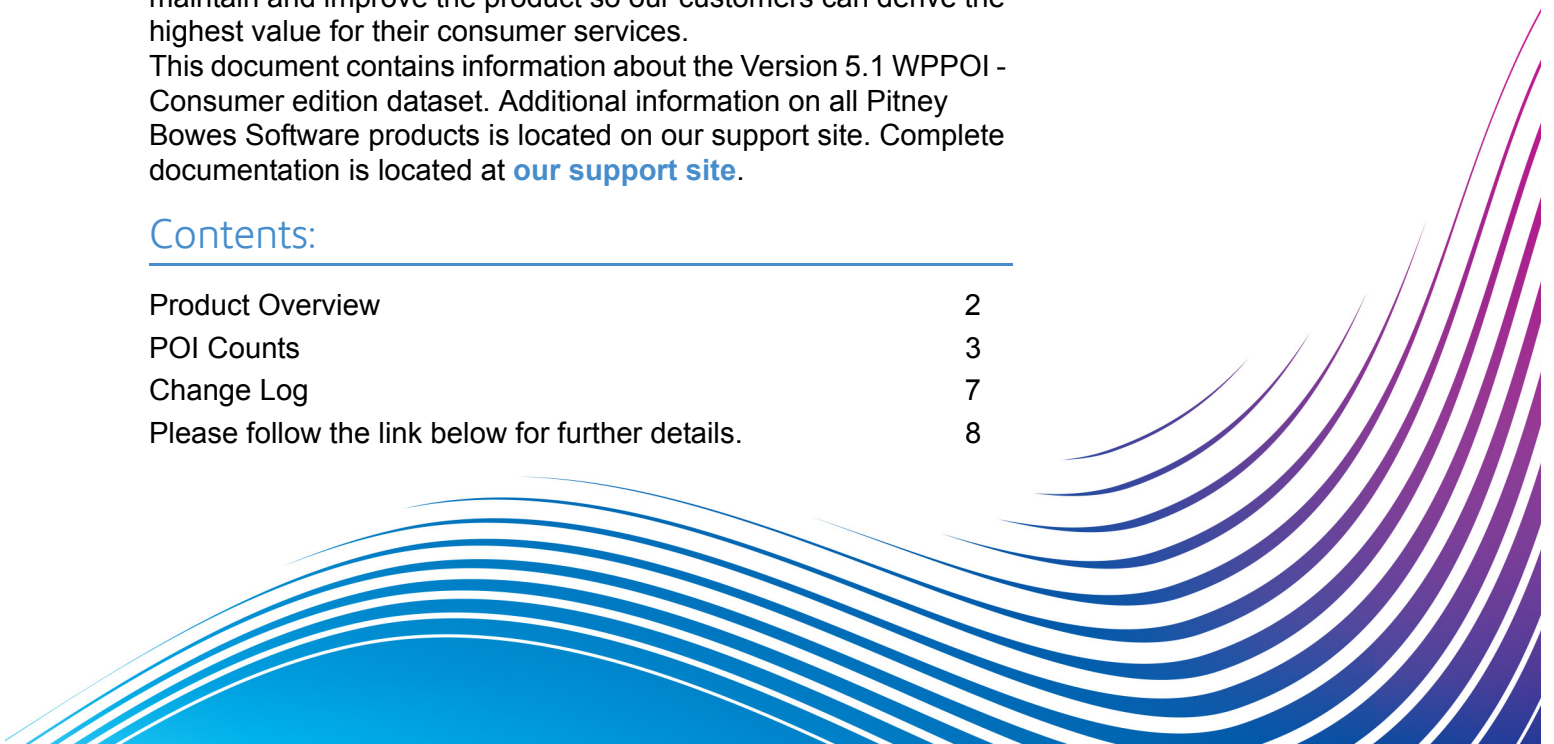
Release Notes

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 5.1 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 feature 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) culdoscopies 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	5,232
ALGERIA	ALGERIA	DZA	30,519
ANGOLA	ANGOLA	AGO	40,351
ARGENTINA	ARGENTINA	ARG	2,677,131
AUSTRALIA	AUSTRALIA	AUS	2,124,865
AUSTRIA	AUSTRIA	AUT	551,514
BAHRAIN	BAHRAIN	BHR	17,227
BELARUS	BELARUS	BLR	363
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,202,222
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	78,861
BENIN	BENIN	BEN	6,213
BOLIVIA	BOLIVIA	BOL	20,516
BOSNIA & HERZEGOVINA	BOSNIA & HERZEGOVINA	BIH	19,553
BOTSWANA	BOTSWANA	BWA	11,801
BRAZIL	BRAZIL	BRA	15,243,082
BRUNEI	BRUNEI	BRN	7,413
BULGARIA	BULGARIA	BGR	60,189
BURKINA FASO	BURKINA FASO	BFA	12,204
BURUNDI	BURUNDI	BDI	2,047
CAMEROON	CAMEROON	CMR	19,847
CANADA	CANADA	CAN	1,601,522
CHILE	CHILE	CHL	204,917
CHINA	CHINA	CHN	3,254,797
COLOMBIA	COLOMBIA	COL	476,802
CONGO	CONGO	COG	6,121
COSTA RICA	COSTA RICA	CRI	38,562
CAPE VERDE	CAPE VERDE	CPV	368
CROATIA	CROATIA	HRV	63,254
CYPRUS	CYPRUS	CYP	70,834
CZECH REPUBLIC	CZECH REPUBLIC	CZE	811,022
DEMOCRATIC REPUBLIC OF CONGO	DEMOCRATIC REPUBLIC OF CONGO	COD	15,701
DENMARK	DENMARK	DNK	398,187
ECUADOR	ECUADOR	ECU	13,543
EGYPT	EGYPT	EGY	48,913
EL SALVADOR	EL SALVADOR	SLV	17,116

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ESTONIA	ESTONIA	EST	101,555
FINLAND	FINLAND	FIN	451,200
FRANCE	GUADELOUPE	GLP	22,741
FRANCE	FRENCH GUIANA	GUF	7,327
FRANCE	SAINT-MARTIN	MAF	5
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	MONACO	MCO	1,894
FRANCE	REUNION	REU	34,032
FRANCE	MARTINIQUE	MTQ	19,819
FRANCE	FRANCE	FRA	4,142,864
GABON	GABON	GAB	5,167
GERMANY	GERMANY	DEU	3,553,406
GHANA	GHANA	GHA	23,662
GREAT BRITAIN	GREAT BRITAIN	GBR	2,531,920
GREECE	GREECE	GRC	674,969
GUATEMALA	GUATEMALA	GTM	28,709
HONDURAS	HONDURAS	HND	8,266
HONG KONG	HONG KONG	HKG	235,529
HUNGARY	HUNGARY	HUN	437,974
ICELAND	ICELAND	ISL	75,670
INDIA	INDIA	IND	6,940,839
INDONESIA	INDONESIA	IDN	166,571
IRAQ	IRAQ	IRQ	2,928
IRELAND	IRELAND	IRL	257,157
ITALY	VATICAN CITY	VAT	25
ITALY	SAN MARINO	SMR	2,143
ITALY	ITALY	ITA	4,357,754
JAPAN	JAPAN	JPN	2,586,037
JORDAN	JORDAN	JOR	49,410
KAZAKHSTAN	KAZAKHSTAN	KAZ	77,280
KENYA	KENYA	KEN	159,751
KOSOVO	KOSOVO	XKS	303
KUWAIT	KUWAIT	KWT	4,925
LATVIA	LATVIA	LVA	124,339
LEBANON	LEBANON	LBN	19,007
LESOTHO	LESOTHO	LSO	5,741
LITHUANIA	LITHUANIA	LTU	53,085
MACAU	MACAU	MAC	5,753
MACEDONIA	MACEDONIA	MKD	34,403

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MALAWI	MALAWI	MWI	18,469
MALAYSIA	MALAYSIA	MYS	435,028
MALI	MALI	MLI	15,469
MALTA	MALTA	MLT	54,067
MAURITANIA	MAURITANIA	MRT	2,839
MAURITIUS	MAURITIUS	MUS	41,840
MEXICO	MEXICO	MEX	4,041,278
MINOR AMERICAS	CUBA	CUB	351
MINOR AMERICAS	ANGUILLA	AIA	3
MINOR AMERICAS	DOMINICAN REPUBLIC	DOM	3,554
MINOR AMERICAS	SAINT-MARTIN	MAF	5
MINOR AMERICAS	SAINT KITTS AND NEVIS	KNA	59
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	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	129
MINOR AMERICAS	HAITI	HTI	8
MINOR AMERICAS	BAHAMAS	BHS	950
MINOR AMERICAS	TRINIDAD AND TOBAGO	TTO	34
MINOR AMERICAS	DOMINICA	DMA	107
MINOR AMERICAS	BARBADOS	BRB	100
MINOR AMERICAS	JAMAICA	JAM	74
MOLDOVA	MOLDOVA	MDA	781
MONTENEGRO	MONTENEGRO	MNE	18,366
MOROCCO	MOROCCO	MAR	148,500
MOZAMBIQUE	MOZAMBIQUE	MOZ	18,005
NAMIBIA	NAMIBIA	NAM	38,171
NETHERLANDS	CURAÇAO	CUW	3
NETHERLANDS	NETHERLANDS	NLD	863,453
NETHERLANDS	BONAIRE SINT EUSTATIUS AND SABA	BES	5
NETHERLANDS	SINT MARTEN	SXM	2

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NEW ZEALAND	NEW ZEALAND	NZL	378,674
NICARAGUA	NICARAGUA	NIC	10,407
NIGER	NIGER	NER	19,745
NIGERIA	NIGERIA	NGA	31,335
NORWAY	NORWAY	NOR	580,053
OMAN	OMAN	OMN	4,633
PANAMA	PANAMA	PAN	8,917
PERU	PERU	PER	166,808
PHILIPPINES	PHILIPPINES	PHL	675,893
POLAND	POLAND	POL	3,434,939
PORTUGAL	PORTUGAL	PRT	611,475
PARAGUAY	PARAGUAY	PRY	5,231
QATAR	QATAR	QAT	37,887
ROMANIA	ROMANIA	ROU	670,217
RUSSIA	RUSSIA	RUS	1,325,754
RWANDA	RWANDA	RWA	11,486
SAUDI ARABIA	SAUDI ARABIA	SAU	99,846
SENEGAL	SENEGAL	SEN	11,487
SERBIA	SERBIA	SRB	48,594
SINGAPORE	SINGAPORE	SGP	280,813
SLOVAKIA	SLOVAKIA	SVK	217,100
SLOVENIA	SLOVENIA	SVN	82,832
SOUTH AFRICA	SOUTH AFRICA	ZAF	1,039,376
SPAIN	SPAIN	ESP	3,607,485
SPAIN	GIBRALTAR	GIB	323
SPAIN	ANDORRA	AND	4,449
SAINT PIERRE AND MIQUELON	SAINT PIERRE AND MIQUELON	SPM	7
SWAZILAND	SWAZILAND	SWZ	3,116
SWEDEN	SWEDEN	SWE	925,659
SWITZERLAND	LIECHTENSTEIN	LIE	3,312
SWITZERLAND	SWITZERLAND	CHE	422,832
SEYCHELLES	SEYCHELLES	SYC	246
TAIWAN	TAIWAN	TWN	473,733
TANZANIA	TANZANIA	TZA	21,263
THAILAND	THAILAND	THA	1,214,554
TOGO	TOGO	TGO	5,007
TUNISIA	TUNISIA	TUN	68,588
TURKEY	TURKEY	TUR	1,517,240

UGANDA	UGANDA	UGA	7,268
UKRAINE	UKRAINE	UKR	409,011
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	218,921
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	16,761,918
URUGUAY	URUGUAY	URY	3,564
VENEZUELA	VENEZUELA	VEN	86,928
VIETNAM	VIETNAM	VNM	631,471
YEMEN	YEMEN	YEM	3,223
ZAMBIA	ZAMBIA	ZMB	10,249
ZIMBABWE	ZIMBABWE	ZWE	12,907
Cumulative			98,225,728

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

- 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.
- POI counts have been increased for Greece (GRC), Austria (AUT), Switzerland (CHE), and Ireland (IRL).

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- Applied few changes in the address components for few records and removed few junk characters from the data like, (\, <, >, %, ^, ||). Improved the Brand Name standardization in the data and it has been standardized for respective countries:

Country	Brandname Counts
Argentina	8
Australia	282
Bahrain	11
Canada	280
Czech Republic	14
Germany	19
Great Britain	544
Greece	13
Kuwait	16
Netherlands	22
Oman	5
Poland	10
Qatar	22
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	22
Switzerland	21
United Arab Emirates	26
United States Of America	2081

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), 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).
- Non Standardized formattedAddress, mainAddressLine and addressLastLine for few records in Australia.
- 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.

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- 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.