

# World Premium Points of Interest

Version 5.1

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

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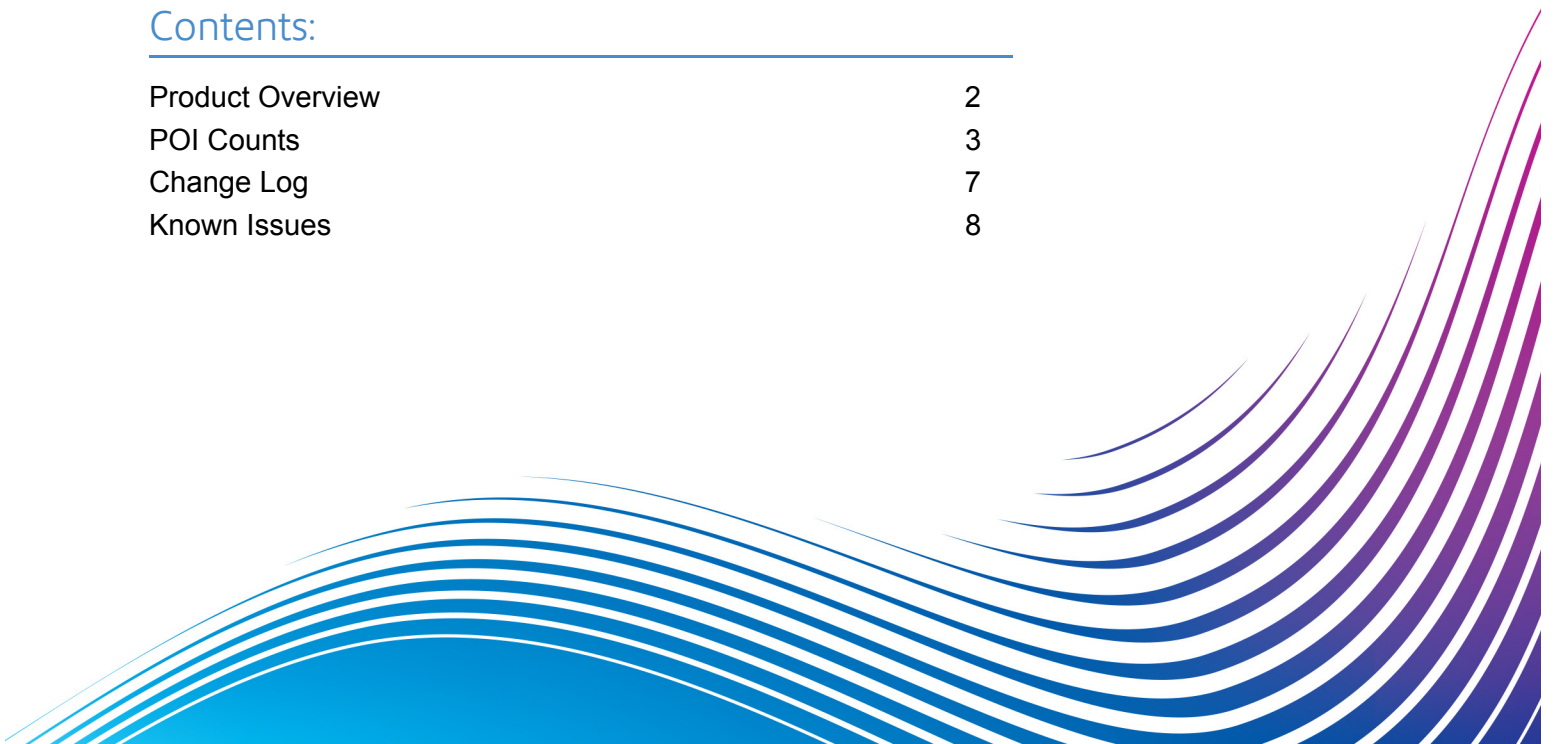
## Release Notes

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 5.1 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	7,030
ALGERIA	ALGERIA	DZA	34,781
ANGOLA	ANGOLA	AGO	43,351
ARGENTINA	ARGENTINA	ARG	3,767,790
AUSTRALIA	AUSTRALIA	AUS	2,880,473
AUSTRIA	AUSTRIA	AUT	772,608
BAHRAIN	BAHRAIN	BHR	44,930
BELARUS	BELARUS	BLR	363
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,834,502
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	136,795
BENIN	BENIN	BEN	7,494
BOLIVIA	BOLIVIA	BOL	25,094
BOSNIA & HERZEGOVINA	BOSNIA & HERZEGOVINA	BIH	32,451
BOTSWANA	BOTSWANA	BWA	13,508
BRAZIL	BRAZIL	BRA	20,886,742
BRUNEI	BRUNEI	BRN	9,283
BULGARIA	BULGARIA	BGR	86,957
BURKINA FASO	BURKINA FASO	BFA	13,561
BURUNDI	BURUNDI	BDI	2,698
CAMEROON	CAMEROON	CMR	27,569
CANADA	CANADA	CAN	2,434,569
CHILE	CHILE	CHL	354,552
CHINA	CHINA	CHN	9,924,752
COLOMBIA	COLOMBIA	COL	529,090
CONGO	CONGO	COG	7,077
COSTA RICA	COSTA RICA	CRI	52,493
CAPE VERDE	CAPE VERDE	CPV	370
CROATIA	CROATIA	HRV	143,407
CYPRUS	CYPRUS	CYP	100,384
CZECH REPUBLIC	CZECH REPUBLIC	CZE	1,573,785
DEMOCRATIC REPUBLIC OF CONGO	DEMOCRATIC REPUBLIC OF CONGO	COD	16,091
DENMARK	DENMARK	DNK	600,375
ECUADOR	ECUADOR	ECU	15,367
EGYPT	EGYPT	EGY	108,120

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EL SALVADOR	EL SALVADOR	SLV	25,625
ESTONIA	ESTONIA	EST	200,032
FINLAND	FINLAND	FIN	696,548
FRANCE	GUADELOUPE	GLP	39,228
FRANCE	FRENCH GUIANA	GUF	13,469
FRANCE	SAINT-MARTIN	MAF	5
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	MONACO	MCO	2,717
FRANCE	REUNION	REU	57,375
FRANCE	MARTINIQUE	MTQ	41,090
FRANCE	FRANCE	FRA	6,581,162
GABON	GABON	GAB	6,196
GERMANY	GERMANY	DEU	5,719,025
GHANA	GHANA	GHA	45,003
GREAT BRITAIN	GREAT BRITAIN	GBR	4,202,540
GREECE	GREECE	GRC	865,841
GUATEMALA	GUATEMALA	GTM	35,141
HONDURAS	HONDURAS	HND	9,641
HONG KONG	HONG KONG	HKG	464,473
HUNGARY	HUNGARY	HUN	784,161
ICELAND	ICELAND	ISL	101,708
INDIA	INDIA	IND	7,800,255
INDONESIA	INDONESIA	IDN	268,127
IRAQ	IRAQ	IRQ	8,006
IRELAND	IRELAND	IRL	408,314
ITALY	VATICAN CITY	VAT	26
ITALY	SAN MARINO	SMR	4,205
ITALY	ITALY	ITA	7,501,557
JAPAN	JAPAN	JPN	4,645,196
JORDAN	JORDAN	JOR	53,134
KAZAKHSTAN	KAZAKHSTAN	KAZ	98,379
KENYA	KENYA	KEN	205,394
KOSOVO	KOSOVO	XKS	303
KUWAIT	KUWAIT	KWT	9,560
LATVIA	LATVIA	LVA	188,612
LEBANON	LEBANON	LBN	45,980
LESOTHO	LESOTHO	LSO	5,929
LITHUANIA	LITHUANIA	LTU	99,413

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MACAU	MACAU	MAC	11,530
MACEDONIA	MACEDONIA	MKD	42,787
MALAWI	MALAWI	MWI	22,136
MALAYSIA	MALAYSIA	MYS	595,926
MALI	MALI	MLI	16,574
MALTA	MALTA	MLT	61,306
MAURITANIA	MAURITANIA	MRT	3,650
MAURITIUS	MAURITIUS	MUS	133,478
MEXICO	MEXICO	MEX	5,155,207
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	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	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	20,884
MONTENEGRO	MONTENEGRO	MNE	35,216
MOROCCO	MOROCCO	MAR	488,936
MOZAMBIQUE	MOZAMBIQUE	MOZ	20,867
NAMIBIA	NAMIBIA	NAM	40,462
NETHERLANDS	CURAÇAO	CUW	3
NETHERLANDS	NETHERLANDS	NLD	1,741,879

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NETHERLANDS	BONAIRE SINT EUSTATIUS AND SABA	BES	5
NETHERLANDS	SINT MARTEN	SXM	2
NEW ZEALAND	NEW ZEALAND	NZL	548,303
NICARAGUA	NICARAGUA	NIC	11,930
NIGER	NIGER	NER	20,617
NIGERIA	NIGERIA	NGA	62,270
NORWAY	NORWAY	NOR	901,640
OMAN	OMAN	OMN	7,295
PANAMA	PANAMA	PAN	11,809
PERU	PERU	PER	174,215
PHILIPPINES	PHILIPPINES	PHL	836,306
POLAND	POLAND	POL	5,485,086
PORTUGAL	PORTUGAL	PRT	947,644
PARAGUAY	PARAGUAY	PRY	5,651
QATAR	QATAR	QAT	54,301
ROMANIA	ROMANIA	ROU	1,148,038
RUSSIA	RUSSIA	RUS	3,269,621
RWANDA	RWANDA	RWA	13,031
SAUDI ARABIA	SAUDI ARABIA	SAU	116,652
SENEGAL	SENEGAL	SEN	14,295
SERBIA	SERBIA	SRB	51,654
SINGAPORE	SINGAPORE	SGP	584,458
SLOVAKIA	SLOVAKIA	SVK	421,773
SLOVENIA	SLOVENIA	SVN	178,691
SOUTH AFRICA	SOUTH AFRICA	ZAF	1,319,940
SPAIN	SPAIN	ESP	5,170,686
SPAIN	GIBRALTAR	GIB	480
SPAIN	ANDORRA	AND	5,918
SAINT PIERRE AND MIQUELON	SAINT PIERRE AND MIQUELON	SPM	7
SWAZILAND	SWAZILAND	SWZ	3,595
SWEDEN	SWEDEN	SWE	1,504,372
SWITZERLAND	LIECHTENSTEIN	LIE	12,731
SWITZERLAND	SWITZERLAND	CHE	769,383
SEYCHELLES	SEYCHELLES	SYC	246
TAIWAN	TAIWAN	TWN	832,539
TANZANIA	TANZANIA	TZA	24,320
THAILAND	THAILAND	THA	1,773,924

TOGO	TOGO	TGO	6,193
TUNISIA	TUNISIA	TUN	144,105
TURKEY	TURKEY	TUR	2,268,243
UGANDA	UGANDA	UGA	10,637
UKRAINE	UKRAINE	UKR	802,763
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	525,746
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	26,262,780
URUGUAY	URUGUAY	URY	8,741
VENEZUELA	VENEZUELA	VEN	100,575
VIETNAM	VIETNAM	VNM	758,554
YEMEN	YEMEN	YEM	4,488
ZAMBIA	ZAMBIA	ZMB	12,655
ZIMBABWE	ZIMBABWE	ZWE	14,056
<b>Cumulative</b>			<b>153,322,076</b>

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.
- Applied few changes in the address components for few records
- POI counts have been increased for Greece (GRC), Austria (AUT), Switzerland (CHE), and Ireland (IRL).
- Removed few junk characters from the data like, (\, <, >, %, ^, ||).

## WPPOI 5.1 Release Notes

- 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	307
Bahrain	11
Canada	289
Czech Republic	14
Germany	19
Great Britain	553
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	2111

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).

## WPPOI 5.1 Release Notes

- Brandname standardization is work in progress, so there maybe some minor discripencies.