

World Premium Points of Interest - Consumer Edition

Version 5.2

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

© 2014-2018 Pitney Bowes Software Inc.
All Rights Reserved.

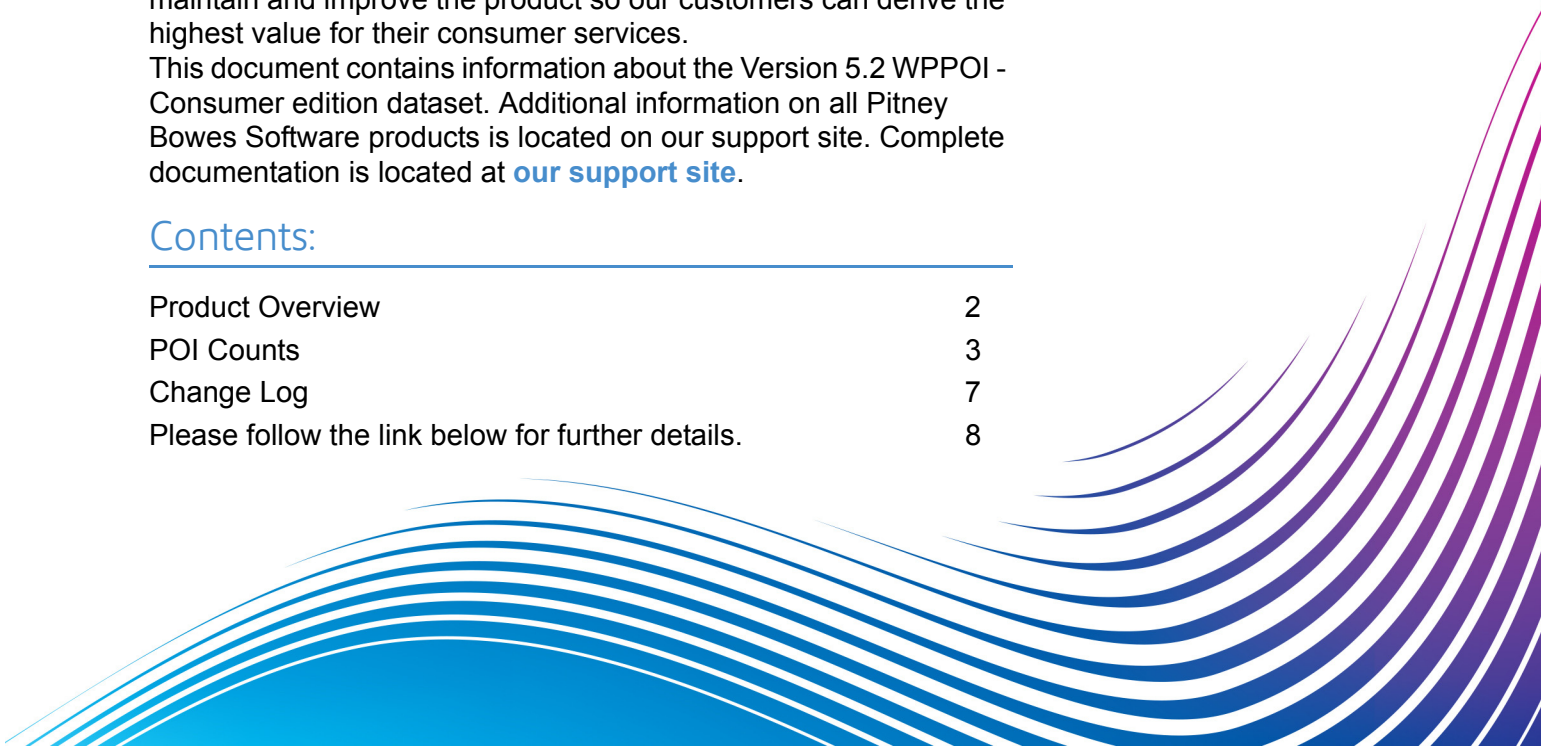
Release Notes

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 5.2 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](#).

Contents:

Product Overview	2
POI Counts	3
Change Log	7
Please follow the link below for further details.	8



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	5,237
ALGERIA	ALGERIA	DZA	30,519
ANGOLA	ANGOLA	AGO	40,816
ARGENTINA	ARGENTINA	ARG	2,367,140
AUSTRALIA	AUSTRALIA	AUS	2,320,367
AUSTRIA	AUSTRIA	AUT	656,421
BAHRAIN	BAHRAIN	BHR	29,524
BELARUS	BELARUS	BLR	363
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,208,804
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	79,127
BENIN	BENIN	BEN	6,243
BOLIVIA	BOLIVIA	BOL	20,516
BOSNIA & HERZEGOVINA	BOSNIA & HERZEGOVINA	BIH	19,553
BOTSWANA	BOTSWANA	BWA	12,388
BRAZIL	BRAZIL	BRA	13,767,565
BRUNEI	BRUNEI	BRN	7,413
BULGARIA	BULGARIA	BGR	60,189
BURKINA_FASO	BURKINA_FASO	BFA	12,214
BURUNDI	BURUNDI	BDI	2,055
CAMEROON	CAMEROON	CMR	19,854
CANADA	CANADA	CAN	1,536,036
CAPE_VERDE	CAPE_VERDE	CPV	368
CHILE	CHILE	CHL	205,010
CHINA	CHINA	CHN	3,781,650
COLOMBIA	COLOMBIA	COL	476,802
CONGO	CONGO	COG	6,138
COSTA_RICA	COSTA_RICA	CRI	38,562
CROATIA	CROATIA	HRV	63,282
CYPRUS	CYPRUS	CYP	167,866
CZECH_REPUBLIC	CZECH_REPUBLIC	CZE	840,123
DEMOCRATIC_REPUBLIC_OF_CONGO	DEMOCRATIC_REPUBLIC_OF_CONGO	COD	15,701
DENMARK	DENMARK	DNK	397,125
ECUADOR	ECUADOR	ECU	13,543
EGYPT	EGYPT	EGY	48,922
EL_SALVADOR	EL_SALVADOR	SLV	17,116
ESTONIA	ESTONIA	EST	101,329

WPPOI - CSMR 5.2 Release Notes

FINLAND	FINLAND	FIN	508,017
FRANCE	GUADELOUPE	GLP	24,584
FRANCE	FRENCH_GUIANA	GUF	7,247
FRANCE	MAYOTTE	MYT	1,259
FRANCE	SAINT-MARTIN	MAF	4
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	MONACO	MCO	1,601
FRANCE	REUNION	REU	33,575
FRANCE	MARTINIQUE	MTQ	19,936
FRANCE	FRANCE	FRA	3,951,409
GABON	GABON	GAB	5,165
GERMANY	GERMANY	DEU	3,438,342
GHANA	GHANA	GHA	23,734
GREAT_BRITAIN	GREAT_BRITAIN	GBR	2,467,471
GREECE	GREECE	GRC	714,874
GUATEMALA	GUATEMALA	GTM	28,709
HONDURAS	HONDURAS	HND	8,266
HONG_KONG	HONG_KONG	HKG	237,765
HUNGARY	HUNGARY	HUN	466,149
ICELAND	ICELAND	ISL	75,633
INDIA	INDIA	IND	6,940,839
INDONESIA	INDONESIA	IDN	165,213
IRAQ	IRAQ	IRQ	2,969
IRELAND	IRELAND	IRL	276,968
ITALY	VATICAN_CITY	VAT	23
ITALY	SAN_MARINO	SMR	1,974
ITALY	ITALY	ITA	4,222,688
JAPAN	JAPAN	JPN	2,611,513
JORDAN	JORDAN	JOR	58,697
KAZAKHSTAN	KAZAKHSTAN	KAZ	77,280
KENYA	KENYA	KEN	173,650
KOSOVO	KOSOVO	XKS	303
KUWAIT	KUWAIT	KWT	18,179
LATVIA	LATVIA	LVA	124,305
LEBANON	LEBANON	LBN	67,194
LESOTHO	LESOTHO	LSO	5,740
LITHUANIA	LITHUANIA	LTU	53,226
MACAU	MACAU	MAC	5,765
MACEDONIA	MACEDONIA	MKD	34,403

WPPOI - CSMR 5.2 Release Notes

MALAWI	MALAWI	MWI	18,505
MALAYSIA	MALAYSIA	MYS	478,889
MALI	MALI	MLI	15,484
MALTA	MALTA	MLT	54,823
MAURITANIA	MAURITANIA	MRT	2,844
MAURITIUS	MAURITIUS	MUS	41,390
MEXICO	MEXICO	MEX	3,896,389
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	18,371
MOROCCO	MOROCCO	MAR	149,205
MOZAMBIQUE	MOZAMBIQUE	MOZ	18,043
NAMIBIA	NAMIBIA	NAM	38,185
NETHERLANDS	CURAÇAO	CUW	3
NETHERLANDS	NETHERLANDS	NLD	937,073
NETHERLANDS	BONAIRE_SINT_EUSTATIUS_AND_SABA	BES	5
NETHERLANDS	SINT_MARTEN	SXM	2
NEW_ZEALAND	NEW_ZEALAND	NZL	380,676

WPPOI - CSMR 5.2 Release Notes

NICARAGUA	NICARAGUA	NIC	10,407
NIGER	NIGER	NER	19,760
NIGERIA	NIGERIA	NGA	31,564
NORWAY	NORWAY	NOR	612,073
OMAN	OMAN	OMN	11,334
PANAMA	PANAMA	PAN	8,917
PARAGUAY	PARAGUAY	PRY	5,231
PERU	PERU	PER	166,808
PHILIPPINES	PHILIPPINES	PHL	679,018
POLAND	POLAND	POL	3,446,647
PORTUGAL	PORTUGAL	PRT	670,982
QATAR	QATAR	QAT	36,084
ROMANIA	ROMANIA	ROU	678,101
RUSSIA	RUSSIA	RUS	2,195,144
RWANDA	RWANDA	RWA	11,524
SAINT_PIERRE_AND_MIQUELON	SAINT_PIERRE_AND_MIQUELON	SPM	7
SAUDI_ARABIA	SAUDI_ARABIA	SAU	408,657
SENEGAL	SENEGAL	SEN	11,480
SERBIA	SERBIA	SRB	48,594
SEYCHELLES	SEYCHELLES	SYC	246
SINGAPORE	SINGAPORE	SGP	220,235
SLOVAKIA	SLOVAKIA	SVK	279,350
SLOVENIA	SLOVENIA	SVN	82,853
SOUTH_AFRICA	SOUTH_AFRICA	ZAF	1,042,095
SPAIN	SPAIN	ESP	3,482,389
SPAIN	GIBRALTAR	GIB	323
SPAIN	ANDORRA	AND	4,502
SWAZILAND	SWAZILAND	SWZ	3,119
SWEDEN	SWEDEN	SWE	952,695
SWITZERLAND	LIECHTENSTEIN	LIE	3,506
SWITZERLAND	SWITZERLAND	CHE	510,691
TAIWAN	TAIWAN	TWN	646,814
TANZANIA	TANZANIA	TZA	21,401
THAILAND	THAILAND	THA	1,213,185
TOGO	TOGO	TGO	5,018
TUNISIA	TUNISIA	TUN	68,616
TURKEY	TURKEY	TUR	1,529,247
UGANDA	UGANDA	UGA	7,387
UKRAINE	UKRAINE	UKR	588,930

WPPOI - CSMR 5.2 Release Notes

UNITED_ARAB_EMIRATES	UNITED_ARAB_EMIRATES	ARE	211,288
UNITED_STATES_OF_AMERICA	UNITED_STATES_OF_AMERICA	USA	16,423,480
URUGUAY	URUGUAY	URY	3,681
VENEZUELA	VENEZUELA	VEN	86,928
VIETNAM	VIETNAM	VNM	631,471
YEMEN	YEMEN	YEM	3,249
ZAMBIA	ZAMBIA	ZMB	10,299
ZIMBABWE	ZIMBABWE	ZWE	12,927
Cumulative			98,385,182

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 Jordan (JOR), Kuwait (KWT), Lebanon (LBN), Russia (RUS), Saudi Arabia (SAU) and Ukraine (UKR).

WPPOI - CSMR 5.2 Release Notes

- 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	276
Czech Republic	14
Germany	19
Great Britain	547
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	2102

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, 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.
- 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.

WPPOI - CSMR 5.2 Release Notes

- 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.