

World Premium Points of Interest - Consumer Edition

Version 5.3

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

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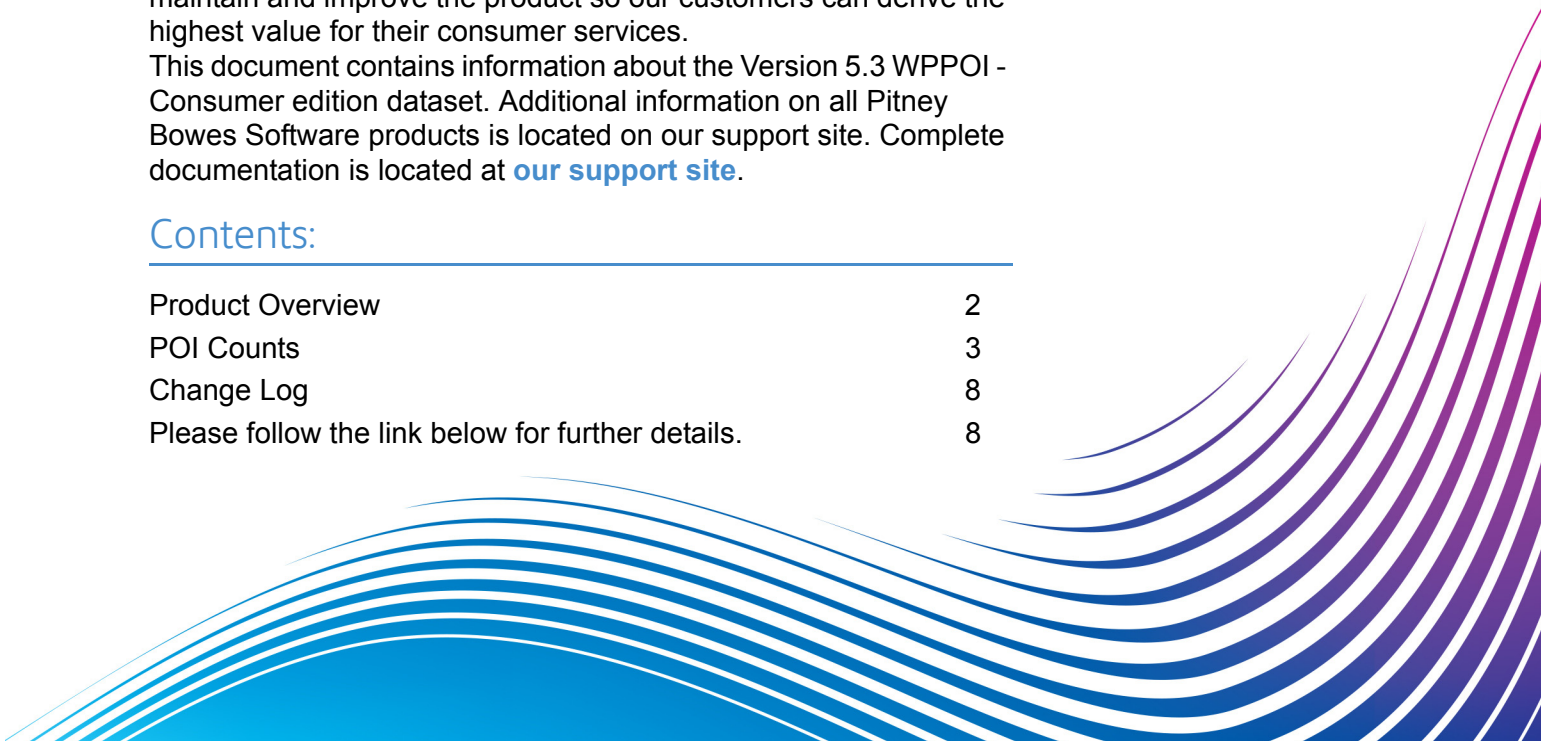
Release Notes

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 5.3 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
MINOR_AMERICAS	ARUBA	ABW	4
ANGOLA	ANGOLA	AGO	54,074
MINOR_AMERICAS	ANGUILLA	AIA	3
ALBANIA	ALBANIA	ALB	18,182
SPAIN	ANDORRA	AND	4,235
UNITED_ARAB_EMIRATES	UNITED_ARAB_EMIRATES	ARE	225,957
ARGENTINA	ARGENTINA	ARG	2,241,428
ARMENIA	ARMENIA	ARM	9
MINOR_AMERICAS	ANTIGUA_AND_BARBUDA	ATG	476
AUSTRALIA	AUSTRALIA	AUS	2,270,226
AUSTRIA	AUSTRIA	AUT	549,780
AZERBAIJAN	AZE	AZE	17
BURUNDI	BURUNDI	BDI	2,057
BELGIUM_&_LUXEMBOURG	BELGIUM	BEL	1,350,674
BENIN	BENIN	BEN	6,327
NETHERLANDS	BONAIRE_SINT_EUSTATIUS_AND_SABA	BES	5
BURKINA_FASO	BURKINA_FASO	BFA	12,247
BULGARIA	BULGARIA	BGR	454,799
BAHRAIN	BAHRAIN	BHR	43,023
MINOR_AMERICAS	BAHAMAS	BHS	1,763
BOSNIA_&_HERZEGOVINA	BOSNIA_&_HERZEGOVINA	BIH	31,244
FRANCE	SAINT-BARTHÉLEMY	BLM	2
MINOR_AMERICAS	SAINT-BARTHÉLEMY	BLM	2
BELARUS	BELARUS	BLR	391
BELIZE	BLZ	BLZ	10
MINOR_AMERICAS	BERMUDA	BMU	242
BOLIVIA	BOLIVIA	BOL	24,549
BRAZIL	BRAZIL	BRA	13,060,665
MINOR_AMERICAS	BARBADOS	BRB	103
BRUNEI	BRUNEI	BRN	7,900
BOTSWANA	BOTSWANA	BWA	12,384
CANADA	CANADA	CAN	1,700,378
SWITZERLAND	SWITZERLAND	CHE	423,835
CHILE	CHILE	CHL	205,147
CHINA	CHINA	CHN	3,819,284

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CÔTE D'IVOIRE	CÔTE D'IVOIRE	CIV	18,761
CAMEROON	CAMEROON	CMR	20,455
DEMOCRATIC_REPUBLIC_OF_CONGO	DEMOCRATIC_REPUBLIC_OF_CONGO	COD	16,915
CONGO	CONGO	COG	6,140
COLOMBIA	COLOMBIA	COL	2,230,296
CAPE_VERDE	CAPE_VERDE	CPV	370
COSTA_RICA	COSTA_RICA	CRI	38,578
MINOR_AMERICAS	CUBA	CUB	357
NETHERLANDS	CURAÇAO	CUW	7
MINOR_AMERICAS	CAYMAN_ISLANDS	CYM	282
CYPRUS	CYPRUS	CYP	171,289
CZECH_REPUBLIC	CZECH_REPUBLIC	CZE	822,285
GERMANY	GERMANY	DEU	3,523,479
MINOR_AMERICAS	DOMINICA	DMA	107
DENMARK	DENMARK	DNK	445,292
MINOR_AMERICAS	DOMINICAN_REPUBLIC	DOM	3,573
ALGERIA	ALGERIA	DZA	96,019
ECUADOR	ECUADOR	ECU	40,565
EGYPT	EGYPT	EGY	283,121
SPAIN	SPAIN	ESP	3,478,722
ESTONIA	ESTONIA	EST	101,655
FINLAND	FINLAND	FIN	417,773
FIJI	FIJI	FJI	944
FRANCE	FRANCE	FRA	4,337,448
FAROE_ISLANDS	FAROE_ISLANDS	FRO	711
GABON	GABON	GAB	5,171
GREAT_BRITAIN	GREAT_BRITAIN	GBR	2,788,354
GEORGIA	GEORGIA	GEO	20
GHANA	GHANA	GHA	23,903
SPAIN	GIBRALTAR	GIB	286
FRANCE	GUADELOUPE	GLP	24,936
GAMBIA	GAMBIA	GMB	29
GREECE	GREECE	GRC	628,783
MINOR_AMERICAS	GRENADA	GRD	131
GUATEMALA	GUATEMALA	GTM	28,722
FRANCE	FRENCH_GUIANA	GUF	7,197
GUYANA	GUYANA	GUY	29
HONG_KONG	HONG_KONG	HKG	218,972

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HONDURAS	HONDURAS	HND	8,274
CROATIA	CROATIA	HRV	63,350
MINOR_AMERICAS	HAITI	HTI	12
HUNGARY	HUNGARY	HUN	406,531
INDONESIA	INDONESIA	IDN	694,512
INDIA	INDIA	IND	10,465,979
IRELAND	IRELAND	IRL	254,885
IRAQ	IRAQ	IRQ	4,277
ICELAND	ICELAND	ISL	76,247
ITALY	ITALY	ITA	4,293,695
MINOR_AMERICAS	JAMAICA	JAM	81
JORDAN	JORDAN	JOR	58,623
JAPAN	JAPAN	JPN	2,614,647
KAZAKHSTAN	KAZAKHSTAN	KAZ	77,280
KENYA	KENYA	KEN	173,664
MINOR_AMERICAS	SAINT_KITTS_AND_NEVIS	KNA	466
KUWAIT	KUWAIT	KWT	19,414
LAO PDR	LAO PDR	LAO	1,497
LEBANON	LEBANON	LBN	120,252
MINOR_AMERICAS	SAINT_LUCIA	LCA	125
SWITZERLAND	LIECHTENSTEIN	LIE	3,541
LESOTHO	LESOTHO	LSO	5,752
LITHUANIA	LITHUANIA	LTU	53,258
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	99,727
LATVIA	LATVIA	LVA	123,107
MACAU	MACAU	MAC	5,806
FRANCE	SAINT-MARTIN	MAF	133
MINOR_AMERICAS	SAINT-MARTIN	MAF	134
MOROCCO	MOROCCO	MAR	150,669
FRANCE	MONACO	MCO	1,839
MOLDOVA	MOLDOVA	MDA	6,370
MEXICO	MEXICO	MEX	3,903,525
MACEDONIA	MACEDONIA	MKD	39,206
MALI	MALI	MLI	15,487
MALTA	MALTA	MLT	55,846
MYANMAR	MYANMAR	MMR	33,673
MONTENEGRO	MONTENEGRO	MNE	18,375
MOZAMBIQUE	MOZAMBIQUE	MOZ	18,116

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MAURITANIA	MAURITANIA	MRT	2,843
MINOR_AMERICAS	MONTSERRAT	MSR	56
FRANCE	MARTINIQUE	MTQ	20,281
MAURITIUS	MAURITIUS	MUS	41,286
MALAWI	MALAWI	MWI	18,500
MALAYSIA	MALAYSIA	MYS	443,121
FRANCE	MAYOTTE	MYT	1,261
NAMIBIA	NAMIBIA	NAM	37,297
NIGER	NIGER	NER	19,762
NIGERIA	NIGERIA	NGA	37,600
NICARAGUA	NICARAGUA	NIC	10,410
NETHERLANDS	NETHERLANDS	NLD	809,972
NORWAY	NORWAY	NOR	551,165
NEW_ZEALAND	NEW_ZEALAND	NZL	337,000
OMAN	OMAN	OMN	42,112
PANAMA	PANAMA	PAN	8,935
PERU	PERU	PER	236,909
PHILIPPINES	PHILIPPINES	PHL	670,747
POLAND	POLAND	POL	3,316,002
PORTUGAL	PORTUGAL	PRT	575,513
PARAGUAY	PARAGUAY	PRY	22,991
QATAR	QATAR	QAT	39,541
FRANCE	REUNION	REU	34,679
ROMANIA	ROMANIA	ROU	677,180
RUSSIA	RUSSIA	RUS	3,035,657
RWANDA	RWANDA	RWA	11,535
SAUDI_ARABIA	SAUDI_ARABIA	SAU	468,582
SENEGAL	SENEGAL	SEN	12,035
SINGAPORE	SINGAPORE	SGP	230,854
EL_SALVADOR	EL_SALVADOR	SLV	17,128
ITALY	SAN_MARINO	SMR	2,265
SAINT_PIERRE_AND_MIQUELON	SAINT_PIERRE_AND_MIQUELON	SPM	8
SERBIA	SERBIA	SRB	98,983
SURINAME	SURINAME	SUR	37
SLOVAKIA	SLOVAKIA	SVK	297,574
SLOVENIA	SLOVENIA	SVN	83,010
SWEDEN	SWEDEN	SWE	913,089
SWAZILAND	SWAZILAND	SWZ	3,118

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NETHERLANDS	SINT_MARTEN	SXM	5
SEYCHELLES	SEYCHELLES	SYC	246
MINOR_AMERICAS	TURKS_AND_CAICOS_ISLANDS	TCA	12
TOGO	TOGO	TGO	5,027
THAILAND	THAILAND	THA	1,205,756
MINOR_AMERICAS	TRINIDAD_AND_TOBAGO	TTO	2,823
TUNISIA	TUNISIA	TUN	65,825
TURKEY	TURKEY	TUR	1,473,845
TAIWAN	TAIWAN	TWN	634,406
TANZANIA	TANZANIA	TZA	21,418
UGANDA	UGANDA	UGA	7,402
UKRAINE	UKRAINE	UKR	622,464
URUGUAY	URUGUAY	URY	3,722
UNITED_STATES_OF_AMERICA	UNITED_STATES_OF_AMERICA	USA	17,202,674
ITALY	VATICAN_CITY	VAT	23
MINOR_AMERICAS	SAINT_VINCENT_AND_THE_GRENADINES	VCT	152
VENEZUELA	VENEZUELA	VEN	77,345
MINOR_AMERICAS	BRITISH_VIRGIN_ISLANDS	VGB	11
VIETNAM	VIETNAM	VNM	1,165,428
KOSOVO	KOSOVO	XKS	1,594
YEMEN	YEMEN	YEM	3,257
SOUTH_AFRICA	SOUTH_AFRICA	ZAF	722,663
ZAMBIA	ZAMBIA	ZMB	10,319
ZIMBABWE	ZIMBABWE	ZWE	13,519
Cumulative			106,540,448

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

- Added few new countries to the WPPOI datasets, listed below:

Country	ISO3
AMENIA	ARM
AZERBAIJAN	AZE
BELIZE	BLZ
CÔTE D'IVOIRE	CIV
FIJI	FJI
FAROE ISLANDS	FRO
GEORGIA	GEO
GAMBIA	GMB
GUYANA	GUY
LAO PDR	LAO
MYANMAR	MMR
SURINAME	SUR

- De-Duplication exercise has been performed on all countries hence, you may find slight differences in the counts
- 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 increased for Albania (ALB), Algeria (DZA), Angola (AGO), Bahrain (BHR), Belgium (BEL), Bosnia & Herzegovina (BIH), Brunei (BRN), Bulgaria (BGR), Columbia (COL), Democratic Republic of Congo (COD), Denmark (DNK), Egypt (EGY), Indonesia (IDN) and Oman (OMN).

- 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	278
Bahrain	11
Canada	274
Czech Republic	14
Germany	19
Great Britain	559
Greece	13
Kuwait	16
Mexico	44
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	2076

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.

- 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.