

World Premium Points of Interest - Consumer Edition

Version 5.4

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

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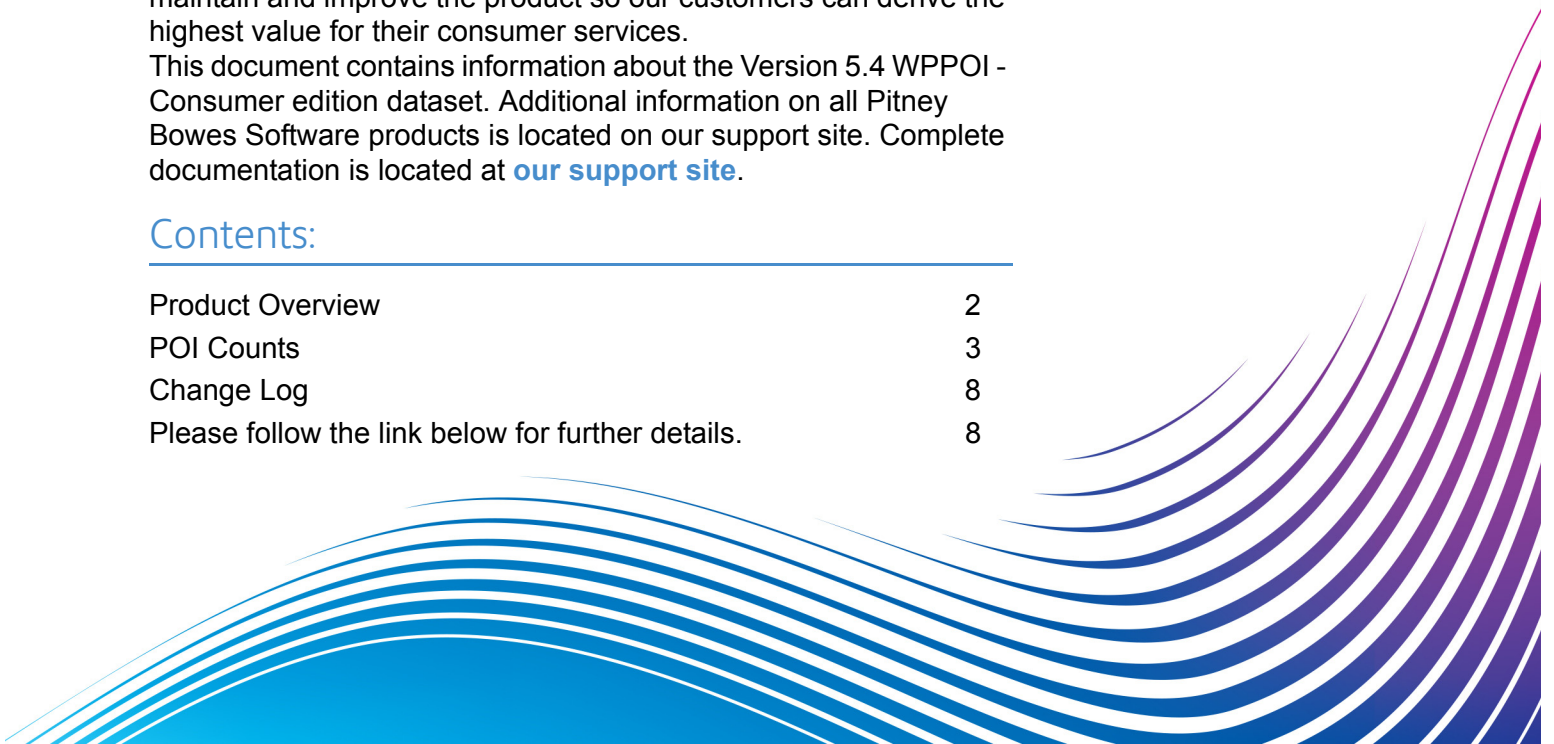
Release Notes

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 5.4 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 features 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) codes. 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	18,194
ALGERIA	ALGERIA	DZA	96,015
ANGOLA	ANGOLA	AGO	54,098
ARGENTINA	ARGENTINA	ARG	2,319,216
ARMENIA	ARMENIA	ARM	9
AUSTRALIA	AUSTRALIA	AUS	2,322,103
AUSTRIA	AUSTRIA	AUT	550,495
AZERBAIJAN	AZERBAIJAN	AZE	17
BAHRAIN	BAHRAIN	BHR	56,491
BELARUS	BELARUS	BLR	391
BELGIUM_ &_ LUXEMBOURG	BELGIUM	BEL	1,353,939
BELGIUM_ &_ LUXEMBOURG	LUXEMBOURG	LUX	94,016
BELIZE	BELIZE	BLZ	2,708
BENIN	BENIN	BEN	6,339
BOLIVIA	BOLIVIA	BOL	24,549
BOSNIA_ &_ HERZEGOVINA	BOSNIA_ &_ HERZEGOVINA	BIH	26,295
BOTSWANA	BOTSWANA	BWA	12,385
BRAZIL	BRAZIL	BRA	13,180,207
BRUNEI	BRUNEI	BRN	1,284
BULGARIA	BULGARIA	BGR	398,436
BURKINA_ FASO	BURKINA_ FASO	BFA	12,247
BURUNDI	BURUNDI	BDI	2,059
CAMEROON	CAMEROON	CMR	20,467
CANADA	CANADA	CAN	1,716,268
CAPE_ VERDE	CAPE_ VERDE	CPV	370
CHILE	CHILE	CHL	205,309
CHINA	CHINA	CHN	4,029,775
COLOMBIA	COLOMBIA	COL	2,299,078
CONGO	CONGO	COG	6,141
COSTA_ RICA	COSTA_ RICA	CRI	38,578
CÔTE D'IVOIRE	CÔTE D'IVOIRE	CIV	18,761
CROATIA	CROATIA	HRV	63,356
CYPRUS	CYPRUS	CYP	175,784
CZECH_ REPUBLIC	CZECH_ REPUBLIC	CZE	832,406
DEMOCRATIC_ REPUBLIC_ OF_ CONGO	DEMOCRATIC_ REPUBLIC_ OF_ CONGO	COD	15,753

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DENMARK	DENMARK	DNK	444,786
ECUADOR	ECUADOR	ECU	40,565
EGYPT	EGYPT	EGY	284,012
EL_SALVADOR	EL_SALVADOR	SLV	17,128
ESTONIA	ESTONIA	EST	101,590
FAROE ISLANDS	FAROE ISLANDS	FRO	711
FIJI	FIJI	FJI	944
FINLAND	FINLAND	FIN	419,470
FRANCE	FRANCE	FRA	4,345,324
FRANCE	FRENCH GUIANA	GUF	7,188
FRANCE	GUADELOUPE	GLP	24,891
FRANCE	MARTINIQUE	MTQ	20,240
FRANCE	MAYOTTE	MYT	1,261
FRANCE	MONACO	MCO	1,842
FRANCE	REUNION	REU	34,520
GABON	GABON	GAB	5,171
GAMBIA	GAMBIA	GMB	29
GEORGIA	GEORGIA	GEO	20
GERMANY	GERMANY	DEU	3,540,374
GHANA	GHANA	GHA	23,912
GREAT_BRITAIN	GREAT_BRITAIN	GBR	2,780,657
GREECE	GREECE	GRC	640,650
GUATEMALA	GUATEMALA	GTM	28,722
GUYANA	GUYANA	GUY	240
HONDURAS	HONDURAS	HND	8,274
HONG_KONG	HONG_KONG	HKG	226,112
HUNGARY	HUNGARY	HUN	407,024
ICELAND	ICELAND	ISL	76,477
INDIA	INDIA	IND	10,465,979
INDONESIA	INDONESIA	IDN	695,446
IRAQ	IRAQ	IRQ	4,301
IRELAND	IRELAND	IRL	254,132
ITALY	ITALY	ITA	4,318,994
ITALY	SAN_MARINO	SMR	1,996
ITALY	VATICAN_CITY	VAT	23
JAPAN	JAPAN	JPN	2,615,693
JORDAN	JORDAN	JOR	58,632
KAZAKHSTAN	KAZAKHSTAN	KAZ	77,280

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KENYA	KENYA	KEN	173,684
KOSOVO	KOSOVO	XKS	1,370
KUWAIT	KUWAIT	KWT	19,445
LAO PDR	LAO PDR	LAO	1,497
LATVIA	LATVIA	LVA	122,903
LEBANON	LEBANON	LBN	120,565
LESOTHO	LESOTHO	LSO	5,753
LITHUANIA	LITHUANIA	LTU	62,129
MACAU	MACAU	MAC	5,810
MACEDONIA	MACEDONIA	MKD	11,679
MALAWI	MALAWI	MWI	18,506
MALAYSIA	MALAYSIA	MYS	443,310
MALI	MALI	MLI	15,489
MALTA	MALTA	MLT	57,171
MAURITANIA	MAURITANIA	MRT	2,845
MAURITIUS	MAURITIUS	MUS	41,276
MEXICO	MEXICO	MEX	3,905,455
MINOR AMERICAS	ANGUILLA	AIA	3
MINOR AMERICAS	ANTIGUA AND BARBUDA	ATG	476
MINOR AMERICAS	ARUBA	ABW	4
MINOR AMERICAS	BAHAMAS	BHS	1,763
MINOR AMERICAS	BARBADOS	BRB	103
MINOR AMERICAS	BERMUDA	BMU	242
MINOR AMERICAS	BRITISH VIRGIN ISLANDS	VGB	11
MINOR AMERICAS	CAYMAN ISLANDS	CYM	282
MINOR AMERICAS	CUBA	CUB	357
MINOR AMERICAS	DOMINICA	DMA	107
MINOR AMERICAS	DOMINICAN REPUBLIC	DOM	68,146
MINOR AMERICAS	GRENADA	GRD	131
MINOR AMERICAS	HAITI	HTI	12
MINOR AMERICAS	JAMAICA	JAM	81
MINOR AMERICAS	MONTSERRAT	MSR	56
MINOR AMERICAS	SAINT KITTS AND NEVIS	KNA	466
MINOR AMERICAS	SAINT LUCIA	LCA	125
MINOR AMERICAS	SAINT VINCENT AND THE GRENADINES	VCT	152
MINOR AMERICAS	SAINT-BARTHÉLEMY	BLM	2
FRANCE	SAINT-BARTHÉLEMY	BLM	2
MINOR AMERICAS	SAINT-MARTIN	MAF	134

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FRANCE	SAINT-MARTIN	MAF	133
MINOR AMERICAS	TRINIDAD AND TOBAGO	TTO	2,823
MINOR AMERICAS	TURKS AND CAICOS ISLANDS	TCA	12
MOLDOVA	MOLDOVA	MDA	6,370
MONTENEGRO	MONTENEGRO	MNE	18,511
MOROCCO	MOROCCO	MAR	150,809
MOZAMBIQUE	MOZAMBIQUE	MOZ	18,120
MYANMAR	MYANMAR	MMR	33,673
NAMIBIA	NAMIBIA	NAM	37,300
NETHERLANDS	BONAIRE SINT EUSTATIUS AND SABA	BES	5
NETHERLANDS	CURAÇAO	CUW	7
NETHERLANDS	NETHERLANDS	NLD	809,024
NETHERLANDS	SINT MARTEN	SXM	5
NEW ZEALAND	NEW ZEALAND	NZL	337,598
NICARAGUA	NICARAGUA	NIC	10,410
NIGER	NIGER	NER	19,770
NIGERIA	NIGERIA	NGA	37,677
NORWAY	NORWAY	NOR	554,483
OMAN	OMAN	OMN	42,553
PANAMA	PANAMA	PAN	8,935
PARAGUAY	PARAGUAY	PRY	22,991
PERU	PERU	PER	236,909
PHILIPPINES	PHILIPPINES	PHL	682,221
POLAND	POLAND	POL	3,339,484
PORTUGAL	PORTUGAL	PRT	551,944
QATAR	QATAR	QAT	41,195
ROMANIA	ROMANIA	ROU	713,898
RUSSIA	RUSSIA	RUS	3,054,679
RWANDA	RWANDA	RWA	11,543
SAINT PIERRE AND MIQUELON	SAINT PIERRE AND MIQUELON	SPM	8
SAUDI ARABIA	SAUDI ARABIA	SAU	468,676
SENEGAL	SENEGAL	SEN	12,039
SERBIA	SERBIA	SRB	63,260
SEYCHELLES	SEYCHELLES	SYC	246
SINGAPORE	SINGAPORE	SGP	230,556
SLOVAKIA	SLOVAKIA	SVK	296,291
SLOVENIA	SLOVENIA	SVN	82,881
SOUTH AFRICA	SOUTH AFRICA	ZAF	723,951

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SPAIN	ANDORRA	AND	4,215
SPAIN	GIBRALTAR	GIB	286
SPAIN	SPAIN	ESP	3,508,000
SURINAME	SURINAME	SUR	397
SWAZILAND	SWAZILAND	SWZ	3,120
SWEDEN	SWEDEN	SWE	914,297
SWITZERLAND	LIECHTENSTEIN	LIE	3,204
SWITZERLAND	SWITZERLAND	CHE	410,263
TAIWAN	TAIWAN	TWN	637,164
TANZANIA	TANZANIA	TZA	21,439
THAILAND	THAILAND	THA	1,212,911
TOGO	TOGO	TGO	5,026
TUNISIA	TUNISIA	TUN	66,077
TURKEY	TURKEY	TUR	1,484,369
UGANDA	UGANDA	UGA	7,413
UKRAINE	UKRAINE	UKR	656,947
UNITED_ARAB_EMIRATES	UNITED_ARAB_EMIRATES	ARE	225,748
UNITED_STATES_OF_AMERICA	UNITED_STATES_OF_AMERICA	USA	17,267,165
URUGUAY	URUGUAY	URY	3,698
VENEZUELA	VENEZUELA	VEN	77,345
VIETNAM	VIETNAM	VNM	530,209
YEMEN	YEMEN	YEM	3,260
ZAMBIA	ZAMBIA	ZMB	10,332
ZIMBABWE	ZIMBABWE	ZWE	13,536
Cumulative			106,697,102

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

- Geocoding accuracy has been improved for few countries such as, Argentina (ARG), Brazil (BRA), Canada (CAN), Columbia (COL), France (FRA), Italy (ITA), Mexico (MEX), Morocco (MAR), Portugal (PRT), Spain (ESP), and Sweden (SWE)
- POI counts have increased for Dominican Republic (DOM)
- 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.
- 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	23
Australia	296
Bahrain	11
Canada	276
Czech Republic	14
Germany	19
Great Britain	559
Greece	13
Kuwait	16
Mexico	46
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	2079

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.