

World Premium Points of Interest

Version 5.4

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

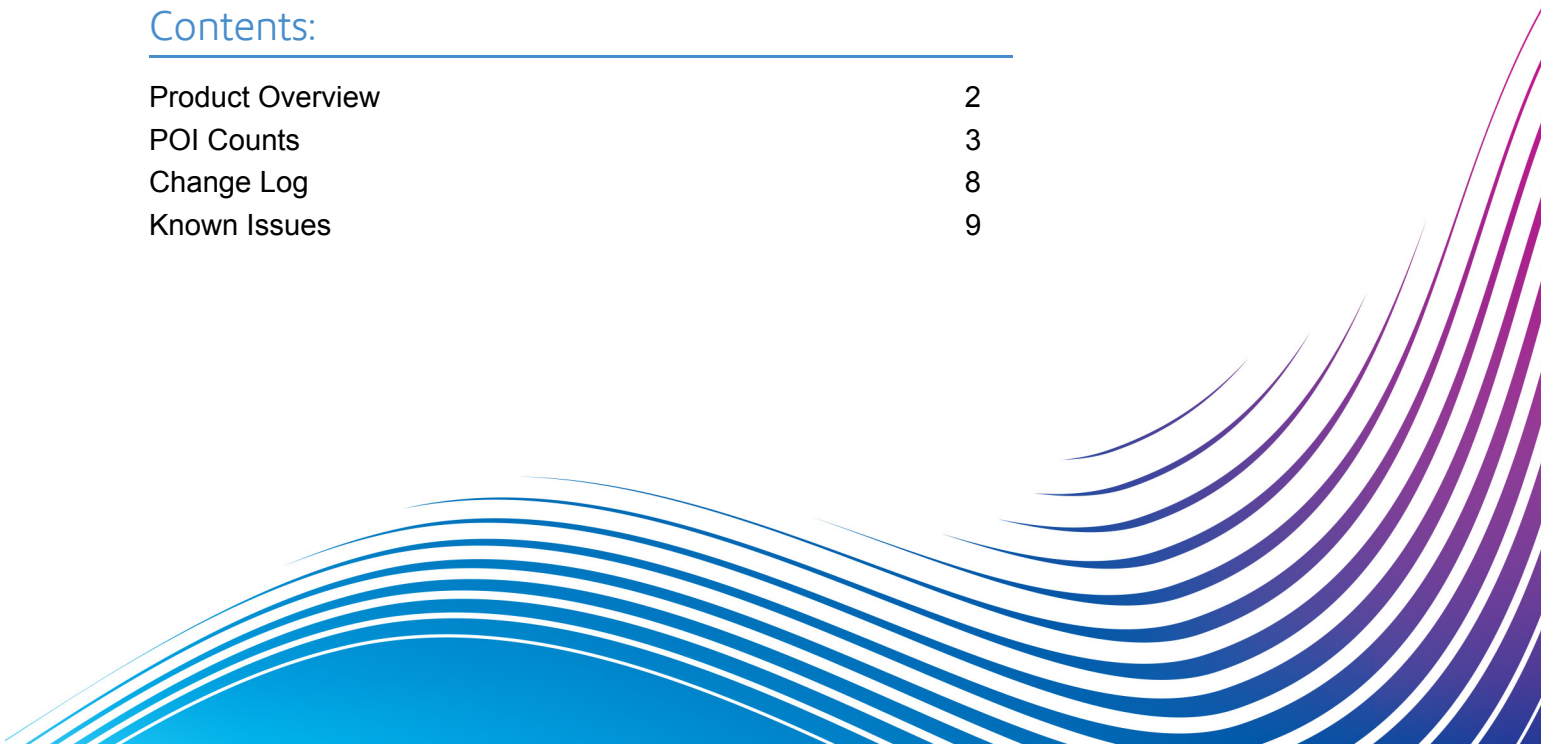
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Release Notes

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 5.4 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 | 20,087 |
| ALGERIA | ALGERIA | DZA | 176,433 |
| ANGOLA | ANGOLA | AGO | 60,232 |
| ARGENTINA | ARGENTINA | ARG | 3,328,439 |
| ARMENIA | ARMENIA | ARM | 9 |
| AUSTRALIA | AUSTRALIA | AUS | 3,146,139 |
| AUSTRIA | AUSTRIA | AUT | 772,257 |
| AZERBAIJAN | AZERBAIJAN | AZE | 17 |
| BAHRAIN | BAHRAIN | BHR | 119,869 |
| BELARUS | BELARUS | BLR | 391 |
| BELGIUM_ &_LUXEMBOURG | BELGIUM | BEL | 2,066,476 |
| BELGIUM_ &_LUXEMBOURG | LUXEMBOURG | LUX | 159,001 |
| BENIN | BENIN | BEN | 7,678 |
| BELIZE | BELIZE | BLZ | 3,143 |
| BOLIVIA | BOLIVIA | BOL | 30,120 |
| BOSNIA_ &_HERZEGOVINA | BOSNIA_ &_HERZEGOVINA | BIH | 53,407 |
| BOTSWANA | BOTSWANA | BWA | 14,115 |
| BRAZIL | BRAZIL | BRA | 18,409,493 |
| BRUNEI | BRUNEI | BRN | 2,222 |
| BULGARIA | BULGARIA | BGR | 603,957 |
| BURKINA_FASO | BURKINA_FASO | BFA | 13,638 |
| BURUNDI | BURUNDI | BDI | 2,716 |
| CAMEROON | CAMEROON | CMR | 28,269 |
| CANADA | CANADA | CAN | 2,610,483 |
| CAPE_VERDE | CAPE_VERDE | CPV | 372 |
| CHILE | CHILE | CHL | 355,820 |
| CHINA | CHINA | CHN | 11,978,903 |
| CÔTE D'IVOIRE | CÔTE D'IVOIRE | CIV | 21,820 |
| COLOMBIA | COLOMBIA | COL | 3,393,651 |
| CONGO | CONGO | COG | 7,107 |

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|------------------------------|------------------------------|-----|-----------|
| COSTA_RICA | COSTA_RICA | CRI | 52,509 |
| CROATIA | CROATIA | HRV | 143,568 |
| CYPRUS | CYPRUS | CYP | 215,003 |
| CZECH_REPUBLIC | CZECH_REPUBLIC | CZE | 1,622,337 |
| DEMOCRATIC_REPUBLIC_OF_CONGO | DEMOCRATIC_REPUBLIC_OF_CONGO | COD | 16,979 |
| DENMARK | DENMARK | DNK | 669,623 |
| ECUADOR | ECUADOR | ECU | 47,154 |
| EGYPT | EGYPT | EGY | 382,578 |
| EL_SALVADOR | EL_SALVADOR | SLV | 25,638 |
| ESTONIA | ESTONIA | EST | 199,712 |
| FINLAND | FINLAND | FIN | 668,802 |
| FIJI | FIJI | FJI | 1,007 |
| FRANCE | FRANCE | FRA | 6,985,770 |
| FRANCE | FRENCH_GUIANA | GUF | 13,271 |
| FRANCE | GUADELOUPE | GLP | 43,360 |
| FRANCE | MARTINIQUE | MTQ | 42,381 |
| FRANCE | MAYOTTE | MYT | 1,280 |
| FRANCE | MONACO | MCO | 2,651 |
| FRANCE | REUNION | REU | 57,964 |
| FRANCE | SAINT-BARTHÉLEMY | BLM | 2 |
| FRANCE | SAINT-MARTIN | MAF | 147 |
| FAROE_ISLANDS | FAROE_ISLANDS | FRO | 711 |
| GABON | GABON | GAB | 6,220 |
| GEORGIA | GEORGIA | GEO | 21 |
| GERMANY | GERMANY | DEU | 5,736,243 |
| GHANA | GHANA | GHA | 45,477 |
| GAMBIA | GAMBIA | GMB | 29 |
| GREAT_BRITAIN | GREAT_BRITAIN | GBR | 4,783,851 |
| GREECE | GREECE | GRC | 821,451 |
| GUATEMALA | GUATEMALA | GTM | 35,154 |
| GUYANA | GUYANA | GUY | 624 |
| HONDURAS | HONDURAS | HND | 9,649 |
| HONG_KONG | HONG_KONG | HKG | 464,694 |

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|----------------|---------------------|-----|------------|
| HUNGARY | HUNGARY | HUN | 715,151 |
| ICELAND | ICELAND | ISL | 103,164 |
| INDIA | INDIA | IND | 11,563,207 |
| INDONESIA | INDONESIA | IDN | 860,914 |
| IRAQ | IRAQ | IRQ | 9,624 |
| IRELAND | IRELAND | IRL | 407,627 |
| ITALY | ITALY | ITA | 7,454,596 |
| ITALY | SAN_MARINO | SMR | 4,042 |
| ITALY | VATICAN_CITY | VAT | 24 |
| JAPAN | JAPAN | JPN | 4,706,768 |
| JORDAN | JORDAN | JOR | 115,553 |
| KAZAKHSTAN | KAZAKHSTAN | KAZ | 98,379 |
| KENYA | KENYA | KEN | 219,608 |
| KOSOVO | KOSOVO | XKS | 2,357 |
| KUWAIT | KUWAIT | KWT | 32,419 |
| LAO PDR | LAO PDR | LAO | 1,537 |
| LATVIA | LATVIA | LVA | 193,026 |
| LEBANON | LEBANON | LBN | 156,591 |
| LESOTHO | LESOTHO | LSO | 5,942 |
| LITHUANIA | LITHUANIA | LTU | 115,660 |
| MACAU | MACAU | MAC | 11,647 |
| MACEDONIA | MACEDONIA | MKD | 14,186 |
| MALAWI | MALAWI | MWI | 22,228 |
| MALAYSIA | MALAYSIA | MYS | 638,853 |
| MALI | MALI | MLI | 16,622 |
| MALTA | MALTA | MLT | 65,151 |
| MAURITANIA | MAURITANIA | MRT | 3,667 |
| MAURITIUS | MAURITIUS | MUS | 133,370 |
| MEXICO | MEXICO | MEX | 4,984,684 |
| MINOR_AMERICAS | ANGUILLA | AIA | 3 |
| MINOR_AMERICAS | ANTIGUA_AND_BARBUDA | ATG | 563 |
| MINOR_AMERICAS | ARUBA | ABW | 4 |
| MINOR_AMERICAS | BAHAMAS | BHS | 1,926 |

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|----------------|--------------------------------------|-----|-----------|
| MINOR_AMERICAS | BARBADOS | BRB | 103 |
| MINOR_AMERICAS | BERMUDA | BMU | 242 |
| MINOR_AMERICAS | BRITISH_VIRGIN_ISLANDS | VGB | 11 |
| MINOR_AMERICAS | CAYMAN_ISLANDS | CYM | 291 |
| MINOR_AMERICAS | CUBA | CUB | 357 |
| MINOR_AMERICAS | DOMINICA | DMA | 120 |
| MINOR_AMERICAS | DOMINICAN_REPUBLIC | DOM | 132,084 |
| MINOR_AMERICAS | GRENADA | GRD | 134 |
| MINOR_AMERICAS | HAITI | HTI | 12 |
| MINOR_AMERICAS | JAMAICA | JAM | 82 |
| MINOR_AMERICAS | MONTSEERRAT | MSR | 56 |
| MINOR_AMERICAS | SAINT_KITTS_AND_NEVIS | KNA | 516 |
| MINOR_AMERICAS | SAINT_LUCIA | LCA | 135 |
| MINOR_AMERICAS | SAINT_VINCENT_AND_THE_GRENADIN ES | VCT | 181 |
| MINOR_AMERICAS | SAINT-BARTHÉLEMY | BLM | 2 |
| MINOR_AMERICAS | SAINT-MARTIN | MAF | 148 |
| MINOR_AMERICAS | TRINIDAD_AND_TOBAGO | TTO | 3,219 |
| MINOR_AMERICAS | TURKS_AND_CAICOS_ISLANDS | TCA | 12 |
| MYANMAR | MYANMAR | MMR | 35,434 |
| MOLDOVA | MOLDOVA | MDA | 31,545 |
| MONTENEGRO | MONTENEGRO | MNE | 35,461 |
| MOROCCO | MOROCCO | MAR | 490,411 |
| MOZAMBIQUE | MOZAMBIQUE | MOZ | 21,057 |
| NAMIBIA | NAMIBIA | NAM | 39,617 |
| NETHERLANDS | BONAIRE_SINT_EUSTATIUS_AND_SABA | BES | 5 |
| NETHERLANDS | CURAÇAO | CUW | 7 |
| NETHERLANDS | NETHERLANDS | NLD | 1,678,548 |
| NETHERLANDS | SINT_MARTEN | SXM | 5 |
| NEW_ZEALAND | NEW_ZEALAND | NZL | 506,368 |
| NICARAGUA | NICARAGUA | NIC | 11,933 |
| NIGER | NIGER | NER | 20,671 |
| NIGERIA | NIGERIA | NGA | 69,518 |

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|---------------------------|---------------------------|-----|-----------|
| NORWAY | NORWAY | NOR | 869,536 |
| OMAN | OMAN | OMN | 60,478 |
| PANAMA | PANAMA | PAN | 11,827 |
| PARAGUAY | PARAGUAY | PRY | 26,448 |
| PERU | PERU | PER | 244,937 |
| PHILIPPINES | PHILIPPINES | PHL | 858,513 |
| POLAND | POLAND | POL | 5,388,923 |
| PORTUGAL | PORTUGAL | PRT | 878,463 |
| QATAR | QATAR | QAT | 58,069 |
| ROMANIA | ROMANIA | ROU | 1,221,717 |
| RUSSIA | RUSSIA | RUS | 5,486,305 |
| RWANDA | RWANDA | RWA | 13,126 |
| SAINT_PIERRE_AND_MIQUELON | SAINT_PIERRE_AND_MIQUELON | SPM | 8 |
| SAUDI_ARABIA | SAUDI_ARABIA | SAU | 570,629 |
| SENEGAL | SENEGAL | SEN | 14,991 |
| SERBIA | SERBIA | SRB | 167,333 |
| SEYCHELLES | SEYCHELLES | SYC | 246 |
| SINGAPORE | SINGAPORE | SGP | 495,847 |
| SLOVAKIA | SLOVAKIA | SVK | 570,299 |
| SLOVENIA | SLOVENIA | SVN | 178,754 |
| SOUTH_AFRICA | SOUTH_AFRICA | ZAF | 976,255 |
| SPAIN | ANDORRA | AND | 5,699 |
| SPAIN | GIBRALTAR | GIB | 435 |
| SPAIN | SPAIN | ESP | 5,042,505 |
| SURINAME | SURINAME | SUR | 1,051 |
| SWAZILAND | SWAZILAND | SWZ | 3,602 |
| SWEDEN | SWEDEN | SWE | 1,480,403 |
| SWITZERLAND | LIECHTENSTEIN | LIE | 12,558 |
| SWITZERLAND | SWITZERLAND | CHE | 747,332 |
| TAIWAN | TAIWAN | TWN | 995,968 |
| TANZANIA | TANZANIA | TZA | 24,795 |
| THAILAND | THAILAND | THA | 1,755,281 |
| TOGO | TOGO | TGO | 6,242 |

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|--------------------------|--------------------------|-----|--------------------|
| TUNISIA | TUNISIA | TUN | 141,704 |
| TURKEY | TURKEY | TUR | 2,238,076 |
| UGANDA | UGANDA | UGA | 10,910 |
| UKRAINE | UKRAINE | UKR | 1,136,104 |
| UNITED_ARAB_EMIRATES | UNITED_ARAB_EMIRATES | ARE | 524,231 |
| UNITED_STATES_OF_AMERICA | UNITED_STATES_OF_AMERICA | USA | 26,873,354 |
| URUGUAY | URUGUAY | URY | 9,020 |
| VENEZUELA | VENEZUELA | VEN | 88,235 |
| VIETNAM | VIETNAM | VNM | 1,096,213 |
| YEMEN | YEMEN | YEM | 4,559 |
| ZAMBIA | ZAMBIA | ZMB | 12,846 |
| ZIMBABWE | ZIMBABWE | ZWE | 14,720 |
| Cumulative | | | 166,538,049 |

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.
- 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 | 24 |
| Australia | 325 |
| Bahrain | 11 |
| Canada | 288 |
| Czech Republic | 14 |
| Germany | 19 |
| Great Britain | 572 |
| Greece | 13 |
| Kuwait | 16 |
| Mexico | 63 |
| 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:

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- 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, 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, 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 of France(FRA) and Minor Americas(MAM).

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