

World Premium Points of Interest - Consumer Edition

Version 5.5

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

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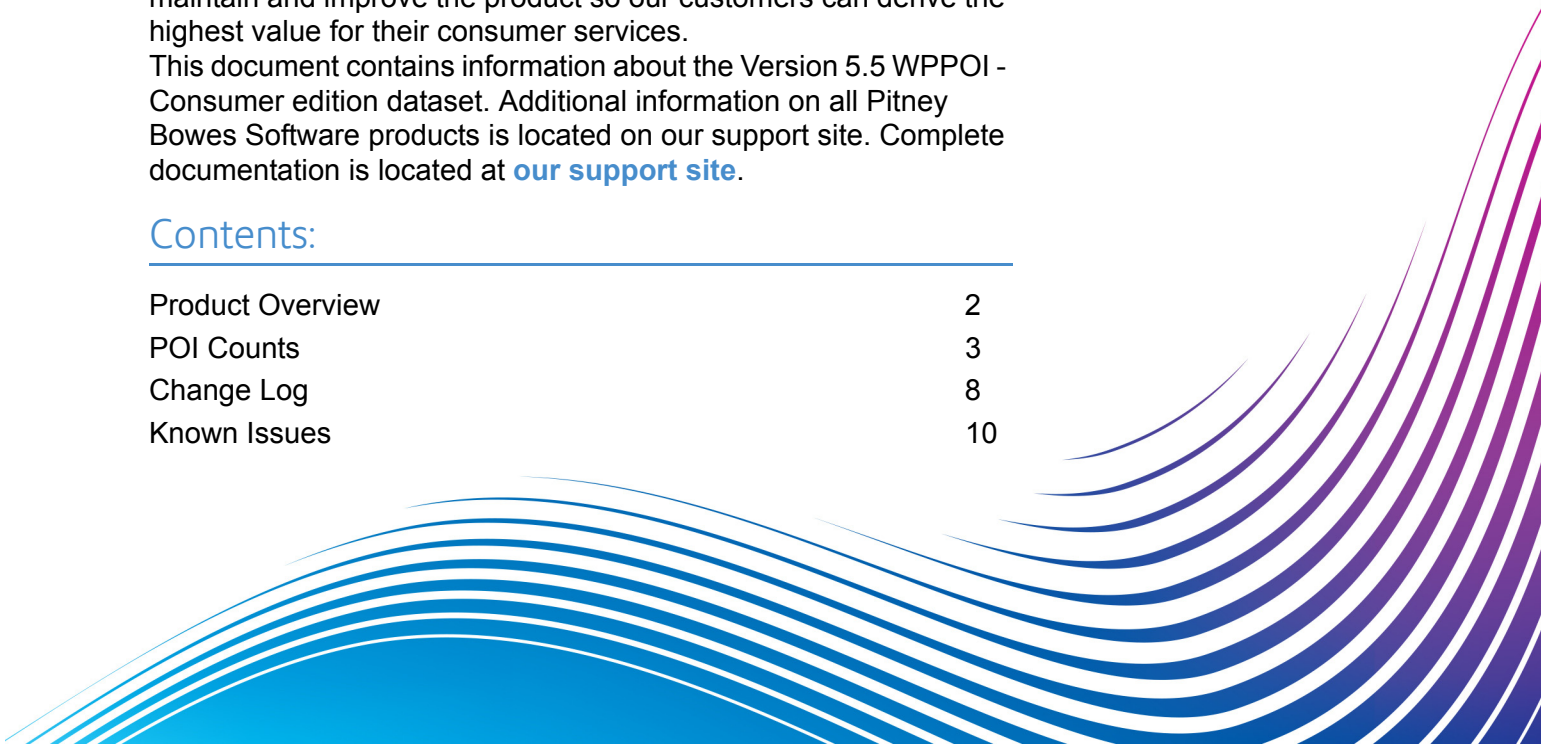
Release Notes

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 5.5 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	TOTAL V5.5 COUNTS
ALBANIA	ALBANIA	ALB	18,198
ALGERIA	ALGERIA	DZA	96,015
ANGOLA	ANGOLA	AGO	54,099
ARGENTINA	ARGENTINA	ARG	2,318,194
ARMENIA	ARMENIA	ARM	9
AUSTRALIA	AUSTRALIA	AUS	2,411,238
AUSTRIA	AUSTRIA	AUT	551,033
AZERBAIJAN	AZERBAIJAN	AZE	17
BAHRAIN	BAHRAIN	BHR	55,590
BELARUS	BELARUS	BLR	391
BELGIUM_ &_ LUXEMBOURG	BELGIUM	BEL	1,355,881
BELGIUM_ &_ LUXEMBOURG	LUXEMBOURG	LUX	94,450
BELIZE	BELIZE	BLZ	2,715
BENIN	BENIN	BEN	6,342
BOLIVIA	BOLIVIA	BOL	24,549
BOSNIA_ &_ HERZEGOVINA	BOSNIA_ &_ HERZEGOVINA	BIH	26,294
BOTSWANA	BOTSWANA	BWA	12,686
BRAZIL	BRAZIL	BRA	13,370,384
BRUNEI	BRUNEI	BRN	1,284
BULGARIA	BULGARIA	BGR	399,709
BURKINA_ FASO	BURKINA_ FASO	BFA	12,247
BURUNDI	BURUNDI	BDI	2,059
CAMEROON	CAMEROON	CMR	20,471
CANADA	CANADA	CAN	1,759,003
CAPE_ VERDE	CAPE_ VERDE	CPV	370
CHILE	CHILE	CHL	205,269
CHINA	CHINA	CHN	4,319,067
COLOMBIA	COLOMBIA	COL	2,339,677
CONGO	CONGO	COG	6,141
COSTA_ RICA	COSTA_ RICA	CRI	38,578
CÔTE D'IVOIRE	CÔTE D'IVOIRE	CIV	18,761
CROATIA	CROATIA	HRV	68,942
CYPRUS	CYPRUS	CYP	174,965
CZECH_ REPUBLIC	CZECH_ REPUBLIC	CZE	823,163
DEMOCRATIC_ REPUBLIC_ OF_ CONGO	DEMOCRATIC_ REPUBLIC_ OF_ CONGO	COD	15,755

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DENMARK	DENMARK	DNK	442,981
ECUADOR	ECUADOR	ECU	40,565
EGYPT	EGYPT	EGY	283,322
EL_SALVADOR	EL_SALVADOR	SLV	17,128
ESTONIA	ESTONIA	EST	101,628
FAROE ISLANDS	FAROE ISLANDS	FRO	711
FIJI	FIJI	FJI	944
FINLAND	FINLAND	FIN	419,581
FRANCE	FRANCE	FRA	4,314,068
FRANCE	GUADELOUPE	GLP	25,040
FRANCE	FRENCH_GUIANA	GUF	7,189
FRANCE	MONACO	MCO	1,832
FRANCE	MARTINIQUE	MTQ	20,231
FRANCE	MAYOTTE	MYT	1,261
FRANCE	REUNION	REU	34,423
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	SAINT-MARTIN	MAF	133
GABON	GABON	GAB	5,171
GAMBIA	GAMBIA	GMB	29
GEORGIA	GEORGIA	GEO	20
GERMANY	GERMANY	DEU	3,533,422
GHANA	GHANA	GHA	23,920
GREAT_BRITAIN	GREAT_BRITAIN	GBR	2,767,258
GREECE	GREECE	GRC	633,262
GUATEMALA	GUATEMALA	GTM	28,722
GUYANA	GUYANA	GUY	242
HONDURAS	HONDURAS	HND	8,274
HONG_KONG	HONG_KONG	HKG	227,205
HUNGARY	HUNGARY	HUN	406,241
ICELAND	ICELAND	ISL	78,770
INDIA	INDIA	IND	10,465,979
INDONESIA	INDONESIA	IDN	695,600
IRAQ	IRAQ	IRQ	4,330
IRELAND	IRELAND	IRL	253,729
ITALY	ITALY	ITA	4,301,157
ITALY	SAN_MARINO	SMR	2,061
ITALY	VATICAN_CITY	VAT	22
JAPAN	JAPAN	JPN	2,625,467

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JORDAN	JORDAN	JOR	58,242
KAZAKHSTAN	KAZAKHSTAN	KAZ	77,280
KENYA	KENYA	KEN	173,707
KOSOVO	KOSOVO	XKS	1,373
KUWAIT	KUWAIT	KWT	19,444
LAO PDR	LAO PDR	LAO	1,497
LATVIA	LATVIA	LVA	122,895
LEBANON	LEBANON	LBN	120,372
LESOTHO	LESOTHO	LSO	5,876
LITHUANIA	LITHUANIA	LTU	67,868
MACAU	MACAU	MAC	5,818
MACEDONIA	MACEDONIA	MKD	11,710
MALAWI	MALAWI	MWI	18,512
MALAYSIA	MALAYSIA	MYS	443,382
MALI	MALI	MLI	15,491
MALTA	MALTA	MLT	57,133
MAURITANIA	MAURITANIA	MRT	2,845
MAURITIUS	MAURITIUS	MUS	31,676
MEXICO	MEXICO	MEX	3,905,576
MINOR_AMERICAS	ARUBA	ABW	4
MINOR_AMERICAS	ANGUILLA	AIA	3
MINOR_AMERICAS	ANTIGUA_AND_BARBUDA	ATG	476
MINOR_AMERICAS	BAHAMAS	BHS	1,763
MINOR_AMERICAS	SAINT-BARTHÉLEMY	BLM	2
MINOR_AMERICAS	BERMUDA	BMU	242
MINOR_AMERICAS	BARBADOS	BRB	103
MINOR_AMERICAS	CUBA	CUB	357
MINOR_AMERICAS	CAYMAN_ISLANDS	CYM	282
MINOR_AMERICAS	DOMINICA	DMA	107
MINOR_AMERICAS	DOMINICAN_REPUBLIC	DOM	68,050
MINOR_AMERICAS	GRENADA	GRD	131
MINOR_AMERICAS	HAITI	HTI	12
MINOR_AMERICAS	JAMAICA	JAM	81
MINOR_AMERICAS	SAINT_KITTS_AND_NEVIS	KNA	466
MINOR_AMERICAS	SAINT_LUCIA	LCA	125
MINOR_AMERICAS	SAINT-MARTIN	MAF	134
MINOR_AMERICAS	MONTSERRAT	MSR	56
MINOR_AMERICAS	TURKS_AND_CAICOS_ISLANDS	TCA	12

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MINOR_AMERICAS	TRINIDAD_AND_TOBAGO	TTO	2,823
MINOR_AMERICAS	SAINT_VINCENT_AND_THE_GRENADINES	VCT	152
MINOR_AMERICAS	BRITISH_VIRGIN_ISLANDS	VGB	11
MOLDOVA	MOLDOVA	MDA	6,370
MONTENEGRO	MONTENEGRO	MNE	18,511
MOROCCO	MOROCCO	MAR	151,935
MOZAMBIQUE	MOZAMBIQUE	MOZ	18,126
MYANMAR	MYANMAR	MMR	33,673
NAMIBIA	NAMIBIA	NAM	37,988
NETHERLANDS	BONAIRE_SINT_EUSTATIUS_AND_SABA	BES	5
NETHERLANDS	CURAÇAO	CUW	7
NETHERLANDS	NETHERLANDS	NLD	806,580
NETHERLANDS	SINT_MARTEN	SXM	5
NEW_ZEALAND	NEW_ZEALAND	NZL	344,380
NICARAGUA	NICARAGUA	NIC	10,410
NIGER	NIGER	NER	19,778
NIGERIA	NIGERIA	NGA	37,789
NORWAY	NORWAY	NOR	552,018
OMAN	OMAN	OMN	42,135
PANAMA	PANAMA	PAN	8,935
PARAGUAY	PARAGUAY	PRY	22,991
PERU	PERU	PER	236,909
PHILIPPINES	PHILIPPINES	PHL	681,133
POLAND	POLAND	POL	3,014,377
PORTUGAL	PORTUGAL	PRT	552,141
QATAR	QATAR	QAT	39,611
ROMANIA	ROMANIA	ROU	728,355
RUSSIA	RUSSIA	RUS	3,035,236
RWANDA	RWANDA	RWA	11,553
SAINT_PIERRE_AND_MIQUELON	SAINT_PIERRE_AND_MIQUELON	SPM	8
SAUDI_ARABIA	SAUDI_ARABIA	SAU	461,627
SENEGAL	SENEGAL	SEN	12,048
SERBIA	SERBIA	SRB	63,540
SEYCHELLES	SEYCHELLES	SYC	246
SINGAPORE	SINGAPORE	SGP	231,311
SLOVAKIA	SLOVAKIA	SVK	307,803
SLOVENIA	SLOVENIA	SVN	82,887
SOUTH_AFRICA	SOUTH_AFRICA	ZAF	718,922

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SPAIN	ANDORRA	AND	4,205
SPAIN	SPAIN	ESP	3,316,554
SPAIN	GIBRALTAR	GIB	286
SURINAME	SURINAME	SUR	398
SWAZILAND	SWAZILAND	SWZ	3,252
SWEDEN	SWEDEN	SWE	913,593
SWITZERLAND	SWITZERLAND	CHE	408,809
SWITZERLAND	LIECHTENSTEIN	LIE	3,211
TAIWAN	TAIWAN	TWN	762,415
TANZANIA	TANZANIA	TZA	21,448
THAILAND	THAILAND	THA	1,208,509
TOGO	TOGO	TGO	5,026
TUNISIA	TUNISIA	TUN	66,415
TURKEY	TURKEY	TUR	1,488,826
UGANDA	UGANDA	UGA	7,421
UKRAINE	UKRAINE	UKR	655,588
UNITED_ARAB_EMIRATES	UNITED_ARAB_EMIRATES	ARE	222,438
UNITED_STATES_OF AMERICA	UNITED_STATES_OF AMERICA	USA	17,308,146
URUGUAY	URUGUAY	URY	3,703
VENEZUELA	VENEZUELA	VEN	77,345
VIETNAM	VIETNAM	VNM	530,172
YEMEN	YEMEN	YEM	3,263
ZAMBIA	ZAMBIA	ZMB	10,337
ZIMBABWE	ZIMBABWE	ZWE	13,547
Cumulative			106,915,805

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

- 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	26
Australia	295
Bahrain	11
Canada	259
Czech Republic	14
Germany	19
Great Britain	568
Greece	13
Kuwait	16
Mexico	47
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	2080

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.