

World Premium Plus Points of Interest Consumer

Version 5.19.0

Release Notes

This document contains information about World Premium Plus Points of Interest Consumer 5.19.0 data. Please see the data vintage section for the right version of the product available. You have access only to the modules you have licensed. To evaluate any other modules, please contact your Pitney Bowes account executive for a trial license key.

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Product Overview

The World Premium Plus Points of Interest – Consumer Edition (WPPPOI - 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 with Master Location Data (MLD) to provide the most accurate location available for each Point of Interest.

Some of the feature of the WPPPOI - CSMR product are:

- Focused selection of POIs that concentrate on businesses, landmarks, and services relevant to consumers.
- Provides access to the largest USA and Canada geo-referenced POI dataset.
- The POIs are geocoded using Pitney Bowes comprehensive Global Geocoding capabilities with Ordnance Survey data.
- 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 ensures ease of use and global consistency.

The dataset, enables users to make informed decisions around access to services, retail or recreational facilities, location-based marketing and “find my nearest” searches.

Coverage

WPPPOI–CSMR v5.19.0 contains POIs for both United States of America and Canada. The following table provides details of each country group, including the ISO3 codes (three-character ISO country codes) for each country included.

Country Bundle	Country Included	ISO3
Canada	Canada	CAN
United States of America	United States of America	USA

POI Counts

Country	ISO3	V5.19.0 COUNTS
Canada	CAN	2,233,036
United States of America	USA	17,678,728

Change Log

- US un-incorporated territories like American Samoa and Commonwealth of the Northern Island are included in the USA dataset. The following table provides details of the territories added to USA country bundle.

Country Bundle	Country	ISO3
United States of America	American Samoa	USA
United States of America	Commonwealth of the Northern Mariana Island	USA

- Enhanced the quality for 600 brands in USA. Click [here](#) for more details.
- Few brands have been updated with the new names. Click [here](#) for more details.
- Quality enhancements in 600 brands for USA and in more than 100 brands for Canada. 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
- Removed few junk characters from the data (\, <, >, %, ^, ||) Improved the Brand Name standardization in the data and it has been standardized for respective countries:

Country	Brandname Counts
Canada	336
United States of America	1,989

For detailed 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:

- There are few records having scientific notation in Longitude and Latitude columns.
- Some duplicates may be encountered in the dataset.
- Some invalid values exist in the NAME, AREANAME1, AREANAME2 AND AREANAME3, TRADENAME and POSTCODE column including instances where the Postcode column has values as 'zeroes'.
- Some diacritic loss in NAME, TRADENAME, FORMATTEDADDRESS, MAINADDRESSLINE, ADDRESSLASTLINE, AREANAME1, AREANAME3, DOMESTIC ULTIMATE ADDRESS, GLOBAL ULTIMATE ADDRESS and PARENT ADDRESS columns.
- There are a few instances of text truncation exist for the NAME, TRADENAME, BUSINESSLINE, AREANAME3, AREANAME2, FORMATTEDADDRESS, MAINADDRESSLINE, HTTP, EMAIL and POSTCODE 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. Brandname standardization is work in progress, so there may be some minor discrepancies.

Product Support

If you have any questions or concerns, you may contact our support team directly by phone or email:

Software Support

- **Call:** 1.800.367.6950
- **Email:** software.support@pb.com

Technical Support

- **Visit:** <https://www.pitneybowes.com/us/support.html>

Customer Feedback

- Please use the following link to submit customer feedback about the product:
<https://ideas.pitneybowes.com/?project=WPP>

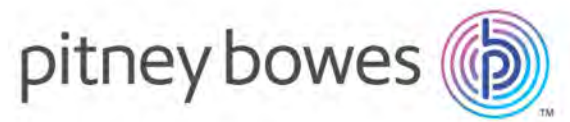
Knowledge Communities

- Please use the following link to connect to the Data Community:
<https://community.pitneybowes.com>

Global Contact

For global contacts information on different software solution products kindly visit the link shared below:

<https://www.pitneybowes.com/us/contact-dcs.html>



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