Quadrant
An Appen Company

POINT-OF-INTEREST DATA DICTIONARY

RESOURCE MATERIAL

WWW.QUADRANT.IO

POI DATA FEED SCHEMA

Field	Example
LocationID	4d40963eae8799d827d0ee1507068dfd
name	7-Eleven
website	7-eleven.com
BrandID	1f12f79901b84906deffc0bff68eb89e
claimed	Y
phone	(310) 393-7330
streetAddress	630 Wilshire Blvd
city	Santa Monica
state	CA
country_code	US
zip	90411
zip+4	90411-1502
lat	34.0208943
lng	-118.49549
poi_status	open
geoHash8	9q59x964
plusCode11	85632GC3+9R2
category	Convenience store
specialty	Convenience store

ADDITIONAL DISCOVERED CATEGORIES

Field	Example
workHours	Monday Open 24 hours, Tuesday Open 24 hours, etc
tier1_naics_code	44
tier2_naics_code	445
tier3_naics_code	4451
tier4_naics_code	44512
tier5_naics_code	445120
tier5_naics_category	Convenience Stores
stock_ticker	SVNDY
address_components	“long_name": "Chilonzor district, Block 31","short_name": "Chilonzor
formatted_address	Chilonzor district, Block 31, Toshkent, Toshkent, Uzbekistan
geometry_bounds	“northeast": {"lat": 41.2373644, "lng": 69.2144752} etc.
geometry_location	{"lat":34.0208933,"lng":-118.49541}
geometry_location_type	ROOFTOP
geometry_viewport	"northeast":{"lat":34.02112,"lng":-118.4952}
types	street_address
building_id	way_559939957
building_type	commercial
building_name	Dynasties Restaurant Wok
shape_type	polygon
shape_polygon	POLYGON ((-118.4955766 34.0207802...))
geometry_id	559939957
reviewsCount	12
rating	5.0

POI CONFIDENCE SCORE METHODOLOGY

Confidence Score

- Included attribute for all client Location Input File matching and enhancement projects
- Score of how well the Location Input File is Confirmed, Matched and Enhanced
- Reported on a High | Medium | Low basis
  - High = Confirmed Match to Input File
  - Medium = High Probability Match to Input File based on Proprietary Name and Distance Score
  - Low = Low Probability Match to the Input File based on Proprietary Name and Distance Score
  - NULL = Merchant cannot be located nor location confirmed based on the Input File

Input Variables

- Location Name
- Location Latitude
- Location Longitude
- Location Address
- Keywords and Associated Terms

Process

- Levenstein Distance Algorithm utilized
- Word Embedding Vectors used for matching
- Matching Logic based on Keywords and Terms
- Analytical Rules run on top
- Location Rooftop Verification of Lat/Lon
- Proprietary Scoring System to denote the Name Similarity to Input File
- Proprietary Scoring System to denote the Distance Similarity on Lat/Lon basis to Input File
- Proprietary Scoring System to denote the Distance Similarity on Address basis to Input File

Attributes

- Enhancement Attributes added via AI matching based on word embedding vectors and other rules
- All Matched POI Attributes verified against a proprietary dataset

Output

- Proprietary Name / Distance Score
- Converted to High | Medium | Low
- Verified Attributes added
- If Location cannot be located or location confirmed based on the Input File, it will be flagged as Null

Download Data Sample

Quadrant
An Appen Company

Quadrant, an Appen company, is a global provider of privacy first mobile location data and Point of Interest (POI) data.

We deliver validated, trusted, and AI ready mobile location data that helps enterprises, organizations, and innovators understand how people and places interact. Our data powers AI model training, business intelligence, location analytics, and real world decision making across industries.

With coverage across 200+ countries and territories, 1+ billion opted in unique devices, and 50+ billion daily location events, our mobile location data delivers global scale for location intelligence. Our POI data spans 200+ countries and includes 300+ million places with 50+ verified attributes, enabling organizations to build better maps, search experiences, market intelligence, and location based products. We also offer POI validation, enrichment, and enhancement services to improve existing datasets.

As part of Appen, a global leader in AI training data, Quadrant combines global scale, enterprise grade data quality, and privacy first governance to help organizations build the next generation of location enabled products and services.

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