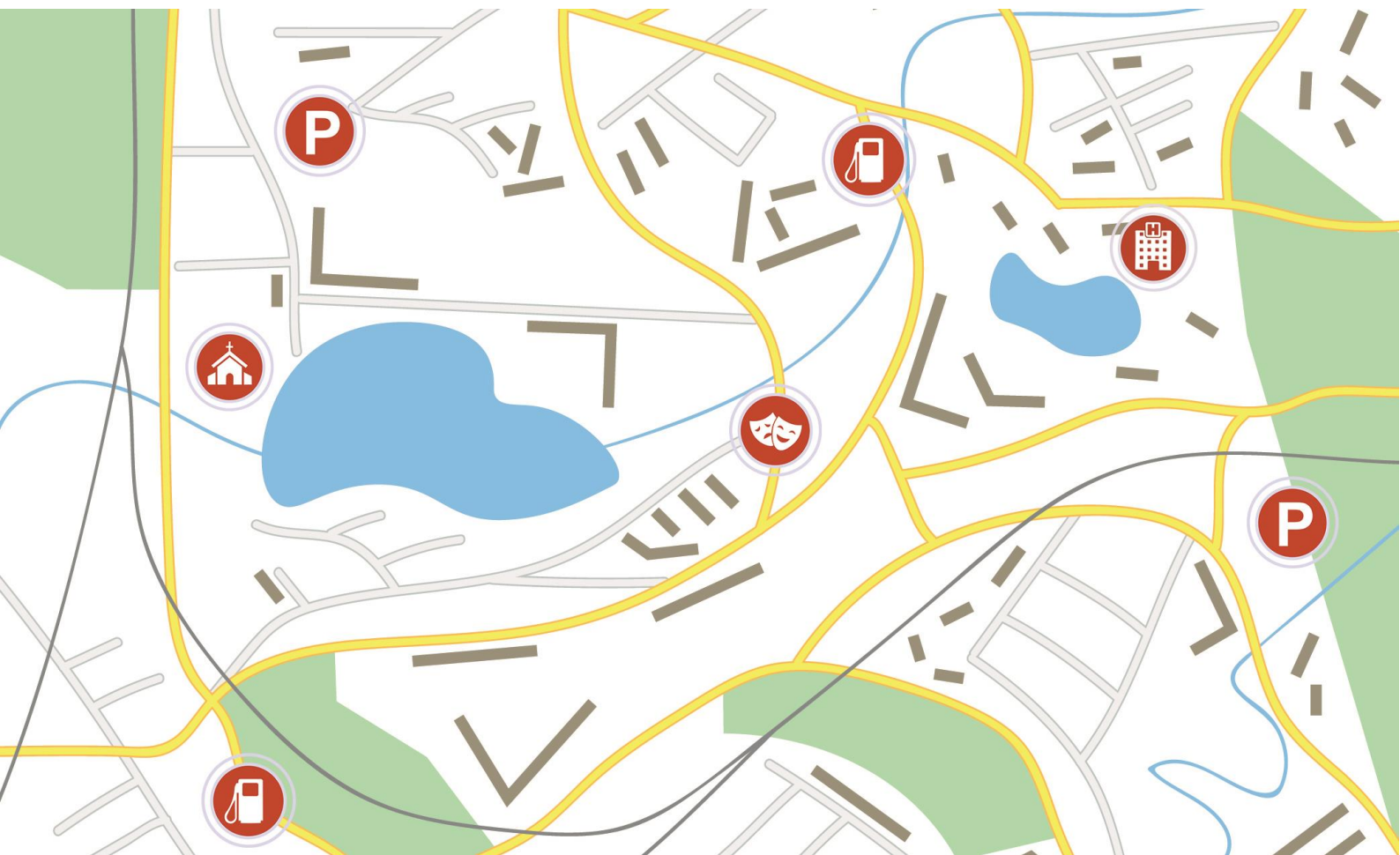


PTV Points of Sale

Release R2023_V1.0



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1 Introduction

The PoS data record is updated twice a year by PTV. PTV Points of Sale (PoS) are a fixed part of numerous applications both in marketing and in location planning. This useful information can be found, for example, in many route planning and navigation systems that mark opportunities for shopping, eating, etc. along a chosen route or in a city. For site or area planning, they provide relevant information about the surroundings of a particular location. Regardless of whether a new location is planned for a retail outlet or relevant parameters in the vicinity of an existing location need to be assessed.

The data is updated using innovative, quality-assured and automated Internet research technologies based on the most accurate and reliable information possible. However, data gaps or errors cannot be ruled out.

Changes in R2022_V2.0:

The product is named "PTV Points of Sale" as of this release.

2 General information

Product name:	PTV Points of Sale
Content of the data record:	PoS location data of chains, franchises and individual companies in various industries
Coverage:	Germany
Subset possible:	Yes
Source:	STP Business Information GmbH, Karlsruhe; PTV Planung Transport Verkehr GmbH, Karlsruhe
Data type:	Addresses, communication data, opening hours, coordinates
Number of data records:	267.856
Number of categories:	16
Status of the data:	03/2023
Release:	R2023_V1.0
Standard data format:	csv, TAB, Access
Standard coordinate system:	longitude/latitude (WGS 84)
Language:	German
File size:	csv: ca. 80 MB TAB: ca. 320 MB Access: ca. 160 MB
Update interval:	2x a year

3 Content and field description

The PoS Database contains information on companies/brands as well as address and geographical coordinate. Opening hours and communication characteristics are also included*.

Column name	Description	Data type
id	unique ID	Integer
pos_category	Industry text / category	Char
co_brand	Brand name	Char
co_name	Company label (company name, location, branch number etc.)	Char
co_street	Street // as stated on the website	Char
co_zip	Postcode // as stated on the website	Char
co_city	City // as stated on the website	Char
co_state	Country // free text	Char
co_country	Country code (ISO-3166-1 alpha2)	Char
co_phone	Telephone number // as stated on the website	Char
co_phone_norm	Telephone number in STP telephone number format // standardized	Char
co_fax	Fax number // as stated on the website	Char
co_fax_norm	Fax number in STP telephone number format // standardized	Char
co_email	Email address	Char
co_email_norm	Email address // standardized	Char
co_url	Website / company profile	Char
co_url_norm	Website / company profile // standardized	Char
monday_open	Opening Hours in 24-hour format or "CLOS"	Char
monday_close	Opening Hours in 24-hour format or "CLOS"	Char
tuesday_open	Opening Hours in 24-hour format or "CLOS"	Char
tuesday_close	Opening Hours in 24-hour format or "CLOS"	Char
wednesday_open	Opening Hours in 24-hour format or "CLOS"	Char
wednesday_close	Opening Hours in 24-hour format or "CLOS"	Char
thursday_open	Opening Hours in 24-hour format or "CLOS"	Char

thursday_close	Opening Hours in 24-hour format or "CLOS"	Char
friday_open	Opening Hours in 24-hour format or "CLOS"	Char
friday_close	Opening Hours in 24-hour format or "CLOS"	Char
saturday_open	Opening Hours in 24-hour format or "CLOS"	Char
saturday_close	Opening Hours in 24-hour format or "CLOS"	Char
sunday_open	Opening Hours in 24-hour format or "CLOS"	Char
sunday_close	Opening Hours in 24-hour format or "CLOS"	Char
production_date	time reference to the creation date of the data record	Char
gco_level	Detail level // result of geocoding	Char
gco_xkoord	X coordinate of the building point** (may be located further away from a street)	Char/Double ***
gco_ykoord	Y coordinate of the building point** (may be located further away from a street)	Char/Double ***

* opening hours and communication characteristics not available for all brands

** as far as available (otherwise street coordinate)

*** depending on the format, most of the coordinates are available as address points

3.1 Categories

pos_category
Construction & Leisure Markets
Consumer Goods
Drugstore, Care, Cosmetics
Furnishings
Electronics & Communication
Financial & Insurance Services
Gastronomy
Health Services
Hotels
Motor Vehicle
Clothes & Shoes
Foods
LEH Discounter
Travel
Sports & Freetime
Gas Stations