Global Source Data Solutions POI Data

EXHAUSTIVE Data Dictionary

A comprehensive guide to understanding the complete spectrum of Point of Interest (POI) data available through GSDSI's advanced data collection and processing systems. This dictionary covers eight major categories of business intelligence data.

Basic POI Listing

The foundation of every POI record begins with essential business identification and classification data. This core dataset provides the fundamental information needed to identify, locate, and categorize any point of interest.

Business Identity

- POI Name
- Complete Address
- City, State, County
- Zip Code

Contact Information

- Primary Phone Number
- Secondary Phone Numbers
- Multiple contact options

Business Classification

- Aggregated Categories
- SIC Codes (6 & 8 digit)
- NAICS Codes
- Additional Classifications

Activity Trace: Complete audit trail for all basic business listing data modifications and updates.

ⓘ **Year Founded** data provides historical context and business longevity insights for enhanced decision-making.

Enhanced POI Details

Beyond basic listings, enhanced POI details provide rich, actionable intelligence about business operations, customer experience, and service offerings. This comprehensive data layer transforms simple directory listings into powerful business intelligence.

Digital Presence

Website URLs and online presence indicators that connect physical locations to their digital footprint.

Operational Details

Hours of operation, specialty descriptions, and natural language business characterizations.

Advanced Classification

Additional discovered categories, synonyms, and LocalBlox age tracking for comprehensive categorization.

Customer Experience Attributes

Over 30 detailed attributes including:

- Waiter service availability
- Family-friendly indicators
- Ambience descriptions
- Parking information
- Transit accessibility
- Dress code requirements
- Reservation policies

Payment & Services

- Accepted payment methods
- Cash and credit card options
- Products and services offered
- Pricing information
- Restaurant menus

Visual Documentation

- Captured photos
- Photo count tracking
- Visual business verification

Activity Trace: Enhanced business details tracking

Place and Neighborhood Data

Precise geographic intelligence that goes beyond simple addresses to provide comprehensive location context and spatial relationships.

01

Rooftop Precision

Exact latitude and longitude coordinates providing rooftop-level accuracy for precise location identification.

02

Building Intelligence

Comprehensive building data including names, polygon boundaries, and rectangular viewport definitions.

03

Neighborhood Context

Physical neighborhood names and local area identification for enhanced geographic understanding.

> Geographic precision enables advanced spatial analysis, proximity calculations, and location-based business intelligence that drives strategic decision-making.

✓ **Activity Trace:** Complete tracking for all place and neighborhood data updates ensures data integrity and historical context.
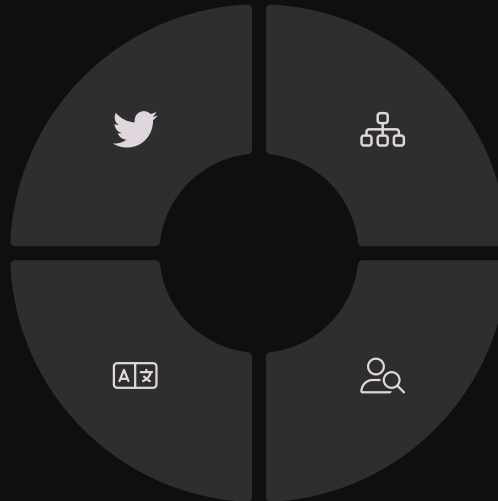
Presence & Social Media

Comprehensive digital footprint analysis covering social media profiles, online presence, and customer engagement across dozens of platforms and directories.

Social Platforms

Facebook, Twitter, Instagram, YouTube profiles with engagement metrics

Business Directories

Yelp, Google Places, Foursquare, TripAdvisor, and 30+ directory listings

Local Services

Chamber of Commerce, Local.com, SuperPages, YellowPages integration

Review Platforms

Angie's List, BBB, Citysearch with ratings and review analysis

Engagement Metrics

- Facebook Likes & Posts
- Twitter Followers & Tweets
- Foursquare Check-ins
- Social Media Counts

Review Intelligence

- Average Rating (1-5 scale)
- Review Snippets
- Recent Review Scanning
- Cross-Source Analysis

Activity Tracking

- Posts & Updates
- Customer Interactions
- Check-in Patterns
- Engagement Trends

Complete Platform Coverage: From major social networks to specialized local directories, our system monitors and aggregates data from over 40 different online platforms and services.

Proprietary Semantics & Scores

Advanced algorithmic analysis that transforms raw data into actionable business intelligence through proprietary scoring systems and semantic analysis.

95%
Love Score Accuracy
Proprietary algorithm measuring customer sentiment and business popularity

24/7
Freshness Monitoring
Real-time data validation and freshness scoring for current information

99.8%
Signal Detection
Automated closed business detection and low-score flagging accuracy

Love Score
Proprietary metric measuring customer affinity and business desirability based on engagement patterns and sentiment analysis.

Freshness Score
Real-time assessment of data currency and reliability, ensuring information accuracy and relevance.

Quality Signals
Automated detection of closed businesses, address mismatches, and data quality issues across multiple sources.

Validation Systems
Phone line validation and semantic source information verification for enhanced data integrity.

Activity Trace: Comprehensive tracking of all semantic analysis and scoring activities ensures transparency and auditability.

Firmagraphic Data

Detailed business intelligence covering organizational structure, financial indicators, and key personnel information essential for B2B relationship building and market analysis.

Activity Trace: Complete firmagraphic data tracking ensures data lineage and update history for all business intelligence modifications.

1

Key Personnel

- Contact person names
- Multiple positions and titles
- Gender identification
- Role-based contact hierarchy

2

Communication Channels

- Primary email addresses
- Discovered alternate emails
- Email source verification
- Alternative contact methods

Contact Accuracy

Verified contact information with multiple validation sources

Revenue Data

Annual revenue and sales volume information available

Employee Intel

Employee count and range data for organizational sizing

Data Category	Information Type	Business Value
Personnel	Names, Titles, Gender	Relationship Building
Financial	Revenue, Sales Volume	Market Sizing
Organizational	Employee Count, Structure	Company Assessment
Contact	Email, Phone, Alternatives	Direct Outreach

Marketing Links & Credit Intelligence

The final layer of POI intelligence combines marketing opportunities with financial risk assessment, providing a complete 360-degree view of business entities.

Directory URLs

Complete social media and directory URL compilation for comprehensive online presence mapping.

Advertising Intelligence

Business ads, relevant promotional content, and competitor advertising analysis.

Credit Assessment

Credit ratings and financial risk indicators for business relationship evaluation.

Marketing Intelligence

- Directory and social media URLs
- Active business advertisements
- Relevant promotional content
- Competitor advertising analysis
- Google, CitySearch, InsideView attributes

Activity Trace: Advertising group tracking

Financial & Technical Data

- Credit rating assessments
- Restaurant-specific ratings
- POI IP address identification
- Technical infrastructure data

This comprehensive data dictionary represents the most exhaustive POI intelligence available, combining traditional business directory information with advanced semantic analysis, social media monitoring, and financial intelligence to create unparalleled business insights.

⊘ **Complete Intelligence:** From basic contact information to advanced credit ratings, IDMAP POI data provides the foundation for informed business decisions, targeted marketing, and comprehensive market analysis.