PTV LOGISTICS

PTV Points of Sale

Release R2024_V2.0

Karlsruhe, 04.07.2024

Contents

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 R2024_V2.0:

The release includes 119 new brands with over 11,000 new points of sale, e.g. larger bakery chains.

18 brands have been deleted as they no longer exist on the market or have been merged into other brands.

18 other brands could not be revised compared to the previous release, as more recent information was not available in a suitable form at the time of data collection.

The "EZH_Gastronomie" package has been removed ("DIE_Gastronomie" still exists) and the "EZH_Lebensmittel_Fleischwaren" package has been added.

See also the changes in the previous release R2024_V1.0.

Changes in R2024_V1.0:

Due to new data sources and improved research technologies, some changes have been made to the data product. For example, the data structure has changed compared to previous releases (see contents and field description below). In addition, the data now includes coordinates from the Open Street Map.

The absolute number of entries contained in the PTV Points of Sale database has also been increased by approx. 200,000 entries to almost 500,000 compared to the previous release.

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: Walkabout Consulting GmbH, Bonn; PTV Logistics GmbH, Karlsruhe

Data type: Addresses, communication data, opening hours, coordinates

Number of data records: Approx. 500,000

Number of categories: 9 (and 64 packages/subcategories)

Status of the data: 1st half of the year 2024

Release: R2024_V2.0

Standard data format: Excel

Standard coordinate system: Longitude/Latitude (WGS 84) and others

Language: German

Update interval: 2 times 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, if available. Most of the coordinates are on house level, otherwise on street section level, zip code level and others.

Column name	Description	Data type
V_LFD	Consecutive number of the respective year (2020 = 50)	Char
V_DAT_ADM	Administrative data status	Char
V_DAT_POS	Postal data status	Char
ID	Unique data ID	Char
KAT	Store category	Char
PAKET	Package (e.g. retail, etc.)	Char
MARKID	Brand ID	Char
MARKE	Brand	Char
FILNAME	PoS Name	Char
ART	PoS type (e.g. General agency)	Char
TEL	Telephone number	Char
FAX	Fax number	Char
EMAIL	Email address	Char
WEB	Web address / URL	Char
MO	Opening hours Monday	Char
DI	Opening hours Tuesday	Char
MI	Opening hours Wednesday	Char
DO	Opening hours Thursday	Char
FR	Opening hours Friday	Char
SA	Opening hours Saturday	Char
SO	Opening hours Sunday	Char
PLZ	Zip code (5-digits)	Char
PO_NAME	Location	Char
POT_NAME	Sub-location	Char

STR_NAME	Street	Char
HNR_KOMPL	House number including additions	Char
Bundesland	Federal state	Char
KGS8	District municipality key - Municipality	Char
O_X_WGS84	X-coordinate OSM (longitude in WGS84)	Float
O_Y_WGS84	Y-coordinate OSM (latitude in WGS84)	Float
O_X_GK3	X-coordinate OSM in Gauß-Krüger 3 projection	Float
O_Y_GK3	Y-coordinate OSM in Gauß-Krüger 3 projection	Float
O_X_UTM32N	X-coordinate OSM in Universal-Transmercator projection, zone 32 north	Float
O_Y_UTM32N	Y-coordinate OSM in Universal-Transmercator projection, zone 32 north	Float
O_X_WEBMERCATOR	X-coordinate OSM in Webmercator (auxillary sphere) projection	Float
O_Y_WEBMERCATOR	Y-coordinate OSM in Webmercator (auxillary sphere) projection	Float
O_KENN	Identification number of geocoding accuracy	Float

3.1   Categories

KAT	Description
Automobil	Automobile
Dienstleistungen	Services
Finanzen/Versicherungen	Finance/Insurance
Gastronomie	Gastronomy
Handel/Konsum	Trade/Consumption
Handel/Lebensmittel	Trade/Food
Hotels	Hotels
Telekommunikation	Telecommunications
Tourismus	Tourism

3.2 Packages/Sub-categories

PAKET	Description
DIE_Autovermietung	Service: Car rental
DIE_Banken_Sparkassen	Service: Banks, savings banks
DIE_Bildung	Service: Education
DIE_Frisöre	Service: Hairdressers
DIE_Gastronomie	Service: Gastronomy
DIE_Gesundheit_Apotheken	Service: Health care/Pharmacies
DIE_Gesundheit_Fitness	Service: Health care/Fitness
DIE_Hotels	Service: Hotels
DIE_KFZ	Service: Automobiles
DIE_Kino	Service: Cinema
DIE_Kosmetik	Service: Cosmetics
DIE_Logistik	Service: Logistics
DIE_Lotto	Service: Lottery
DIE_Reisebüros	Service: Travel agencies
DIE_Schuh_und_Schlüsseldienst	Service: Shoes, key service
DIE_Selfstorage	Service: Self-storage
DIE_Sonnenstudios	Service: Tanning salons
DIE_Spielhallen	Service: Gambling halls
DIE_Versicherungen	Service: Insurances
DIE_Waschsalon	Service: Laundromat
EZH_Baby	Retail: Baby
EZH_Bau_Freizeitmarkt	Retail: DIY store, leisure wears
EZH_Blumen	Retail: Flowers
EZH_Boden_Wandbeläge	Retail: Flooring, wall coverings
EZH_Bücher	Retail: Books
EZH_Bürobedarf	Retail: Office supplies
EZH_Drogerie	Retail: Drugstore
EZH_Drogerie_Kosmetik	Retail: Drugstore/Cosmetics
EZH_Drogerie_Parfümerie	Retail: Drugstore/Perfumery
EZH_Einrichtung_Deko	Retail: Furnishing, decoration
EZH_Elektronik	Retail: Electronics
EZH_Erotik	Retail: Erotic
EZH_Factory_Outlet_Center	Retail: Factory Outlet Center
EZH_Fair_Trade	Retail: Fair Trade
EZH_Gartenmarkt	Retail: Garden Shop

EZH_Geschenkartikel_Deko	Retail: Gifts, decoration
EZH_Gesundheit	Retail: Health care
EZH_Kaufhäuser	Retail: Department stores
EZH_KFZ	Retail: Motor vehicles
EZH_KFZ_LKW	Retail: Motor vehicles/Trucks
EZH_KFZ_Motorrad	Retail: Motor vehicles/Motorcycles
EZH_KFZ_PKW	Retail: Motor vehicles/Cars
EZH_KFZ_Tankstellen	Retail: Motor vehicles/Gas stations
EZH_Küchenzubehör	Retail: Kitchen accessories
EZH_Lebensmittel	Retail: Food
EZH_Lebensmittel_Backwaren	Retail: Food/Baked goods
EZH_Lebensmittel_Bio	Retail: Food/Organic
EZH_Lebensmittel_Fleischwaren	Retail: Food/Meat products
EZH_Lebensmittel_Getränke	Retail: Food/Drinks
EZH_Lebensmittel_Spezial	Retail: Food/Specials
EZH_Lederwaren	Retail: Leather goods
EZH_Matratzen	Retail: Mattresses
EZH_Möbel	Retail: Furniture
EZH_Musik	Retail: Music
EZH_Optik_Akustik	Retail: Optics, acoustics
EZH_Schmuck	Retail: Jewelry
EZH_Schuhe	Retail: Shoes
EZH_Sonderpostenmarkt	Retail: Special items shop
EZH_Spielwaren	Retail: Toys
EZH_Sportartikel	Retail: Sporting goods
EZH_Telekommunikation	Retail: Telecommunications
EZH_Textil	Retail: Textiles, clothing
EZH_Tiermarkt	Retail: Pet shop
GH_Lebensmittel	Wholesale: Food