

Question 2:**Measures:**

Measures are mostly from the ERD/Spreadsheet itself, and some derived measures:

MerchPrice: Unit price of various merchandise. Snapshot measure

ServCatPrice(ServiceCategory table) | SpecialEventsAmount(spreadsheet): Snapshot measure

FranchRevenue(Member table): Derived measure showing amount of sales and services to members of various franchises. Additive measure.

MemTypeRevenue(Member table): Revenue generated from members by member type, excluding purchase of sales and services. Additive measure

MemTypeSales: Sales to members grouped by member types. Additive measure

MemTypeServPurch: Purchase of services by members grouped by member types. Additive measure