2. The measures mostly come from the Contains,Merchandise, ServiceCategory, MemberType table and Special Events spreadsheet. Measures from related tables are important to associate with the measures from the Contains table and Special Events spreadsheet.

* Qty (Contains table) additive measure
* Amount: derived additive measure from the spreadsheet
* MerchPrice (Merchandise table) snapshot measure
* ServCatPrice (ServiceCategory table) snapshot measure
* MemTypePrice: snapshot measure indicating the resale price of the service when the purchase occurs