1. **Grain info and dimension analysis:**

* 350 franchises by postal code
* Days per year: 365
* 50000+(150\*200) = 80000 Customers
* 500 + 20 + 300\*200 = 60520 Products
* 100000 + 450000 + 60000 = 610000 fact table entries
* Sparsity = 1 – (fact table size / product of dimensions) = .999 Thus mostly missing data.