1. Dimensions are:

* Franchise
  + FranchId: retail fitness database
  + FranchRegion: retail fitness database
  + FranchPostalCode: retail fitness database
  + FranchModelType: retail fitness database
* Items:

combines Merchandise, Service, Membership and Events

* + MerchId (Merchandise table) | MerchName (Merchandise table)
  + ServCatId (ServiceCategory table) | ServCatName (retail fitness database)
  + Event Type Code (spreadsheet) | Event Name (spreadsheet)
  + MemTypeID (MemberType)
* Calendar
  + Date columns in retail fitness database (SalesDate, MmbrDate, ServPurchDate) and worksheet (Event Date)
  + hierarchical (year → month → day)
* Customer: combines members and corporate customers
  + MmbrId (retail fitness database) | Corporate Customer Id (spreadsheet)
  + MmbrName (retail fitness database) | Corporate Customer Name (worksheet but must be parsed as location also there)
  + Corporate Customer Location (worksheet): must be parsed
  + MmbrEmail: retail fitness database; hierarchical (top level domain → second level domain → local part)
  + MmbrZip: retail fitness database