* Incomplete information for location dimension elements because zip codes in member table do not have city and state. More data collection will be necessary to resolve this incompleteness.
* The membership date applies only to members, not corporate customers and guests. There is no resolution for this incompleteness.
* Fact Incompleteness because Event Type code is combine with Service Category
* Incompleteness of Fact and Franchise:More data need to collect for Franchise because there is less detail in spreadsheet