Problem 5:

* Service, merchandise, special events can be empty leading to summarizability problems
* Also there can be missing values of member for email and zip.
* Any of dimensions will be empty when there will be an entry for special event from spreadsheet and vice-versa whenever there will be an entry for purchase of merchandise of services by the member.
* Roll up summarizability problem can also occur when sale are types across merchandise type as services and special events will not have parent.
* Drill down will occur in reverse of the above problem which can lead to wrong decision.