The dimensions are:

* Franchise
  + FranchId: ERD only
  + FranchRegion ERD only
  + FranchPostalCode: ERD only
  + FranchModelType: ERD only
* Calendar
  + Date columns in the ERD (SalesDate, ServPurchDate, and MmbrDate) and spreadsheet (EventDate); hierarchical (year → month → day)
* Mechandise
  + MerchId (Merchandise table) | ServId (ServiceCategory table)
  + MerchName (Merchandise table) | ServCatName (ERD) | Event Name (spreadsheet)
  + MerchType (Merchandise table) | Event Type Code (spreadsheet)
* Customer:
  + MmbrId (ERD) | Corporate Customer Id (spreadsheet)
  + MmbrName (ERD) | Corporate Customer Name (spreadsheet but must be parsed)
  + Corporate Customer Location (spreadsheet)
  + MmbrEmail: ERD; hierarchical (top level domain → second level domain → local part)
  + MmbrZip: ERD only
  + MemTypeId: ERD only