Problems:

MerchAmount not derived from MerchPrice and Quantity. No unique event ID for each event in the spreadsheets. Customer Name and location are not separated. Derivation of Week is not available from the tables No ZIP mapping available.

Solutions:

MerchAmount= MerchPrice*Qty
EventID used as unique key for spreadsheets
Week needs to be derived for each table that requires according to need.
Add ZIP mapping table for SE Cust
Allow null value only for non-corporate customers, ZIP and CustEmail