DAX formula

```
Date of the first purchase = CALCULATE(MIN(OrderTable[order_purchase_timestamp]),
FILTER(OrderTable, OrderTable[customer_id] = Customer[customer_id]))


Revenue Difference = [Revenue This Year] - [Revenue Last Year]


Revenue Last Year = CALCULATE(SUM('Payment'[payment_value]), FILTER('OrderTable',
YEAR('OrderTable'[order_purchase_timestamp].[Date]) = 2017))


Revenue This Year = CALCULATE(SUM('Payment'[payment_value]), FILTER('OrderTable',
YEAR('OrderTable'[order_purchase_timestamp].[Date]) = 2018))


Total Revenue per Municipality =
CALCULATE(
    SUM(Payment[payment_value]),
    USERELATIONSHIP(OrderTable[order_id], Payment[order_id]),
    USERELATIONSHIP(Customer[customer_id], OrderTable[customer_id]),
    USERELATIONSHIP('Geolocalisation_Customer'[geolocation_zip_code_prefix],
Customer[customer_zip_code_prefix]),
    VALUES('Geolocalisation_Customer'[Municipality])
)


Distinctreview = DISTINCTCOUNT(Review[review_id])


DistinctReviewCountPerSeller = CALCULATE(DISTINCTCOUNT(Review[review_id]),
ALLEXCEPT(Seller, Seller[seller_id]))
```