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]))