WITH months AS

(SELECT

'2017-01-01' as first\_day,

'2017-01-31' as last\_day

UNION

SELECT

'2017-02-01' as first\_day,

'2017-02-28' as last\_day

UNION

SELECT

'2017-03-01' as first\_day,

'2017-03-31' as last\_day

),

desired\_temp\_table AS

(SELECT \*

FROM subscriptions

CROSS JOIN months),

status AS

(SELECT id, first\_day as 'month',

CASE

WHEN segment = 87 AND (subscription\_start < first\_day)

AND (subscription\_end >= first\_day

OR subscription\_end IS NULL

) THEN 1

ELSE 0

END as is\_active\_87,

CASE

WHEN segment = 30 AND (subscription\_start < first\_day)

AND (subscription\_end >= first\_day

OR subscription\_end IS NULL

) THEN 1

ELSE 0

END as is\_active\_30,

CASE

WHEN segment = 30

AND (subscription\_start < first\_day)

AND (subscription\_end BETWEEN first\_day

AND last\_day) THEN 1

ELSE 0

END as is\_canceled\_30,

CASE

WHEN segment = 87

AND (subscription\_start < first\_day)

AND (subscription\_end BETWEEN first\_day

AND last\_day) THEN 1

ELSE 0

END as is\_canceled\_87

FROM desired\_temp\_table

),

status\_aggregate AS

(SELECT month,

SUM(is\_active\_87) as sum\_active\_87,

SUM(is\_active\_30) as sum\_active\_30,

SUM(is\_canceled\_87) as sum\_canceled\_87,

SUM(is\_canceled\_30) AS sum\_canceled\_30

FROM status

GROUP BY month

)

SELECT month, 1.0 \* sum\_canceled\_87/sum\_active\_87

AS '87\_churn',

1.0 \* sum\_canceled\_30/sum\_active\_30 AS '30\_churn'

FROM status\_aggregate;