```sql
WITH Month_Cust AS (
    Select DISTINCT CUST_CODE, DATE_TRUNC(PARSE_DATE('%Y%m%d', CAST(SHOP_DATE AS STRING)),
MONTH) SHOPE_MONTH
    FROM `dynamic-parity-331409.Supermarket_Data.sample_data`
    WHERE CUST_CODE is not null
),Data_Table as (
    SELECT CUST_CODE, SHOPE_MONTH AS Month_Report, Prev_Month,
            CASE
            WHEN DATE_DIFF(SHOPE_MONTH, prev_month, MONTH) IS NULL THEN 'New'
            WHEN DATE_DIFF(SHOPE_MONTH, prev_month, MONTH) = 1 THEN 'Repeat'
            WHEN DATE_DIFF(SHOPE_MONTH, prev_month, MONTH) > 1 THEN 'Reactivated'
        ELSE NULL END AS STATUS
    FROM (
        SELECT CUST_CODE, SHOPE_MONTH, LAG(SHOPE_MONTH, 1) OVER (PARTITION BY CUST_CODE ORD
ER BY SHOPE_MONTH) AS prev_month
        FROM (
            Select DISTINCT CUST_CODE, DATE_TRUNC(PARSE_DATE('%Y%m%d', CAST(SHOP_DATE AS ST
RING)), MONTH) SHOPE_MONTH
            FROM `dynamic-parity-331409.Supermarket_Data.sample_data`
            WHERE CUST_CODE is not null
        )
    )
),Data_Table2 as (
    SELECT CUST_CODE, DATE_ADD(SHOPE_MONTH, INTERVAL 1 MONTH) Month_Report, SHOPE_MONTH as
prev_month
        ,'Churn' AS STATUS
    FROM (
        SELECT CUST_CODE, SHOPE_MONTH
            ,LEAD(SHOPE_MONTH, 1) OVER (PARTITION BY CUST_CODE ORDER BY SHOPE_MONTH) AS nex
t_trans_date
            ,DATE_DIFF(LEAD(SHOPE_MONTH, 1) OVER (PARTITION BY CUST_CODE ORDER BY SHOPE_MON
TH), SHOPE_MONTH, MONTH) AS n_months
        FROM (
            Select DISTINCT CUST_CODE, DATE_TRUNC(PARSE_DATE('%Y%m%d', CAST(SHOP_DATE AS ST
RING)), MONTH) SHOPE_MONTH
            FROM `dynamic-parity-331409.Supermarket_Data.sample_data`
            WHERE CUST_CODE is not null
            )

    ) WHERE
        (n_months > 1 or n_months is null)
        AND SHOPE_MONTH < (SELECT MAX(SHOPE_MONTH) FROM (
            Select DISTINCT CUST_CODE, DATE_TRUNC(PARSE_DATE('%Y%m%d', CAST(SHOP_DATE AS ST
RING)), MONTH) SHOPE_MONTH
            FROM `dynamic-parity-331409.Supermarket_Data.sample_data`
            WHERE CUST_CODE is not null
            )
        )
)

SELECT *
    ,COUNT(DISTINCT CASE WHEN STATUS = 'New' THEN CUST_CODE ELSE NULL END) AS New_Custs
    ,COUNT(DISTINCT CASE WHEN STATUS = 'Repeat' THEN CUST_CODE ELSE NULL END) AS Repeat_Cus
ts
    ,COUNT(DISTINCT CASE WHEN STATUS = 'Reactivated' THEN CUST_CODE ELSE NULL END) AS React
ivated_Custs
    ,-
COUNT(DISTINCT CASE WHEN STATUS = 'Churn' THEN CUST_CODE ELSE NULL END) AS Churn_Custs
```

```
FROM (
    Select CUST_CODE, Month_Report, Prev_Month, STATUS
    from Data_Table
    UNION ALL
    SELECT CUST_CODE, Month_Report, prev_month, STATUS
    FROM Data_Table2)
GROUP BY CUST_CODE, Month_Report, Prev_Month, STATUS
;
```