

Google Cloud Platform My First Project Search products and resources

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My Personal E-mail -->

Explorer + ADD DATA

Q EDITOR X SUPERM... X

RUN SAVE SCHEDULE MORE

This query will process 0 B when run.

```

58 SELECT
59   COUNT( CASE WHEN STATUS = 'New_Churn' THEN 1 END) AS New_Churn,
60   COUNT( CASE WHEN STATUS = 'Already_Churn' THEN 1 END) AS Already_Churn,
61   COUNT( CASE WHEN STATUS = 'Reactive' THEN 1 END) AS Reactive_Customer,
62   COUNT( CASE WHEN STATUS = 'Current' THEN 1 END) AS Loyal_Customer,
63   COUNT( CASE WHEN STATUS = 'New' THEN 1 END) AS New_Customer
64 FROM status_table)
65
66 SELECT *
67 FROM plot
68
69

```

Processing location: asia-southeast1

Query results SAVE RESULTS EXPLORE DATA

238.9 MB processed

Row	New_Churn	Already_Churn	Reactive_Customer	Loyal_Customer	New_Customer
1	426	3970	805	899	0

-- Query Result

### Data Set Configuration Error

Data Studio cannot connect to your data set.

Failed to fetch data from the underlying data set

BigQuery error: Access Denied: BigQuery BigQuery: Permission denied while globbing file pattern.

Error ID: a107902e

OK

-- Error Shown

WITH

ADJ\_table AS(

SELECT

\*,

CASE

WHEN SHOP\_WEEK\_STR LIKE '2008%' THEN (SHOP\_WEEK + 104)-200800

WHEN SHOP\_WEEK\_STR LIKE '2007%' THEN (SHOP\_WEEK + 52)-200700

WHEN SHOP\_WEEK\_STR LIKE '2006%' THEN (SHOP\_WEEK)-200600

ELSE (SHOP\_WEEK)-200600 END

AS ADJ\_SHOP\_WEEK

FROM

(SELECT \*,

CAST(SHOP\_WEEK AS STRING) AS SHOP\_WEEK\_STR

FROM `fiery-azimuth-299007.Supermarket\_CRM.Supermarket\_`

)

-- Source File Path

WHERE SHOP\_WEEK IS NOT NULL AND cust\_code IS NOT NULL

),

Range\_table AS(

SELECT

cust\_code,

MAX(ADJ\_SHOP\_WEEK) AS last\_TXN,

MIN(ADJ\_SHOP\_WEEK) AS first\_TXN,

COUNT(DISTINCT ADJ\_SHOP\_WEEK) AS count\_TXN,

FROM ADJ\_table

```

WHERE SHOP_WEEK IS NOT NULL AND cust_code IS NOT NULL
GROUP BY cust_code
),
Joint_table AS(
    SELECT ADJ_table, Range_table
    FROM ADJ_table
    LEFT JOIN Range_table
    ON ADJ_table.cust_code = Range_table.cust_code
),
Summarized_table AS(
    SELECT
        ADJ_table.CUST_CODE AS cust_code_use,
        COUNT (CASE WHEN ADJ_table.ADJ_SHOP_WEEK > Range_table.first_TXN AND ADJ_table.ADJ_SHOP_WEEK < Range_table.last_TXN THEN 1 END) AS count_btwn_TXN,
        COUNT (CASE WHEN ADJ_table.ADJ_SHOP_WEEK > 115 AND ADJ_table.ADJ_SHOP_WEEK < 119 THEN 1 END) AS count_2nd_Last_Mth,
        MAX(Range_table.last_TXN) AS last_visit,
        MIN(Range_table.first_TXN) AS first_visit,
    FROM Joint_table
    GROUP BY cust_code_use
),
status_table AS (
    SELECT
        cust_code_use,
        CASE
            WHEN last_visit < 119 AND count_2nd_Last_Mth > 0 THEN "New_Churn"
            WHEN last_visit < 119 AND count_2nd_Last_Mth = 0 THEN "Already_Churn"
            WHEN count_2nd_Last_Mth = 0 AND last_visit >= 119 AND first_visit < 115 THEN "Reactive"
            WHEN count_2nd_Last_Mth > 0 AND last_visit >= 119 AND first_visit < 119 THEN "Current"
            WHEN first_visit >= 119 AND count_2nd_Last_Mth = 0 THEN "New"
        END AS STATUS
    FROM Summarized_table
),
plot AS(
    SELECT
        COUNT( CASE WHEN STATUS = 'New_Churn' THEN 1 END) AS New_Churn,
        COUNT( CASE WHEN STATUS = 'Already_Churn' THEN 1 END) AS Already_Churn,
        COUNT( CASE WHEN STATUS = 'Reactive' THEN 1 END) AS Reactive_Customer,
        COUNT( CASE WHEN STATUS = 'Current' THEN 1 END) AS Loyal_Customer,
        COUNT( CASE WHEN STATUS = 'New' THEN 1 END) AS New_Customer
    FROM status_table)

SELECT *
FROM plot

```