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WITH CAL_D AS
(SELECT DISTINCT DATE_TRUNC(PARSE_DATE("%Y%m%d",CAST(SHOP_DATE AS STRING)), MONTH) AS SHOP_MONTH
,CUST_CODE
FROM (SELECT * FROM`resounding-age-331410.basket.example`)
WHERE CUST_CODE IS NOT NULL
ORDER BY CUST_CODE DESC, SHOP_MONTH DESC)

SELECT SHOP_MONTH
,COUNT(DISTINCT CASE WHEN CUST_STATUS='NEW' THEN CUST_CODE END) AS CUST_NEW
,COUNT(DISTINCT CASE WHEN CUST_STATUS='REPART' THEN CUST_CODE END) AS CUST_REPART
,COUNT(DISTINCT CASE WHEN CUST_STATUS='REACTIVATE' THEN CUST_CODE END) AS CUST_REACTIVATE
-- ,COUNT(DISTINCT CASE WHEN CUST_STATUS='CHURN' THEN CUST_CODE END) AS CUST_CHURN
,-1 * LEAD(SUM(C_CHURN)) OVER (ORDER BY SHOP_MONTH DESC) AS CUST_CHURN
FROM (
SELECT SHOP_MONTH
,PREV_VISIT
,NEXT_VISIT
,DATE_DIFF(SHOP_MONTH, PREV_VISIT, MONTH) As LAST_MONTH_DIFF
,DATE_DIFF(NEXT_VISIT, SHOP_MONTH, MONTH) As NEXT_MONTH_DIFF
,CUST_CODE
,CASE WHEN PREV_VISIT IS NULL THEN 'NEW'
WHEN DATE_DIFF(SHOP_MONTH, PREV_VISIT, MONTH) = 1 THEN 'REPART'
WHEN DATE_DIFF(SHOP_MONTH, PREV_VISIT, MONTH) > 1 THEN 'REACTIVATE'
-- WHEN NEXT_VISIT IS NULL OR DATE_DIFF(NEXT_VISIT, SHOP_MONTH, MONTH) <> 1 THEN 'CHURN'
ELSE " END AS CUST_STATUS
,CASE WHEN NEXT_VISIT IS NULL OR DATE_DIFF(NEXT_VISIT, SHOP_MONTH, MONTH) <> 1 THEN 1 ELSE 0 END AS C_CHURN
FROM (SELECT SHOP_MONTH
,LEAD(SHOP_MONTH) OVER (PARTITION BY CUST_CODE ORDER BY SHOP_MONTH DESC) AS PREV_VISIT
,LAG(SHOP_MONTH) OVER (PARTITION BY CUST_CODE ORDER BY SHOP_MONTH DESC) AS NEXT_VISIT
,CUST_CODE
FROM CAL_D)
ORDER BY CUST_CODE DESC, SHOP_MONTH DESC)
GROUP BY SHOP_MONTH
ORDER BY SHOP_MONTH

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