Dashboard Charts

Record Count
6,100

CUST_CODE (bar chart)
- Churn: ~4K
- Inactive: ~2K

Line chart: active_users, retained_users
Date axis: 10 เม.ย. 2006 — 4 ก.ค. 2...

Line chart: retention
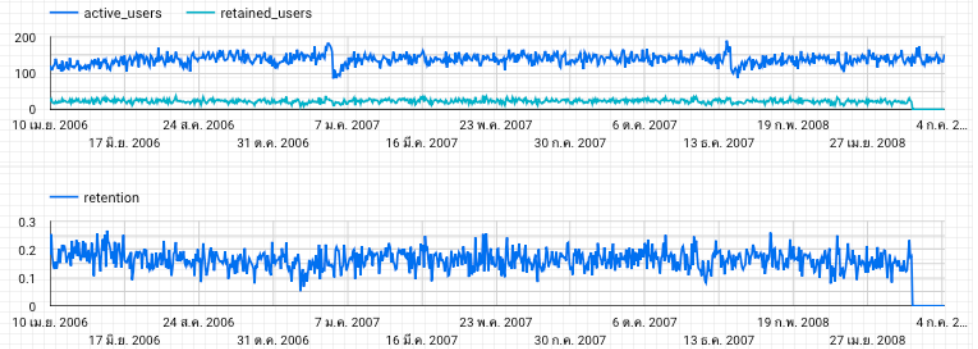Date axis: 10 เม.ย. 2006 — 4 ก.ค. 2...

BigQuery Editor

Explorer   + ADD DATA

Q Type to search

Viewing pinned projects.

- spartan-impact-331409
  - crm_super_market
    - crm_active_user_retention
    - **crm_super_market**
    - crm_user_status

Tabs: EDITOR · * UNSAVE... 2 · COMPOSE NEW QUERY

▶ RUN   💾 SAVE ▾   SHARE ▾   🕐 SCHEDULE ▾   ⚙ MORE ▾   ✓ This query will process 0 B when run.

```
51          customer_activiy AS ACT
52       GROUP BY CUST_CODE
53       ORDER BY CUST_CODE
54    )
55
56  SELECT
57      *
58  FROM
59      active_users_retention
60
```

Processing location: US

Query results

⬇ SAVE RESULTS   📈 EXPLORE DATA ▾

Query complete (36.7 sec elapsed, 258.9 MB processed)

Job information | Results | JSON | Execution details

Row	date_shop	active_users	retained_users	retention
1	2006-04-10	121	22	0.18181818181818182
2	2006-04-11	110	28	0.2545454545454545
3	2006-04-12	110	19	0.17272727272727273
4	2006-04-13	120	17	0.14166666666666666
5	2006-04-14	122	16	0.13114754098360656
6	2006-04-15	140	22	0.15714285714285714
7	2006-04-16	128	17	0.1328125
8	2006-04-17	114	18	0.15789473684210525
9	2006-04-18	114	23	0.20175438596491227
10	2006-04-19	125	19	0.152
11	2006-04-20	105	20	0.19047619047619047
12	2006-04-21	134	29	0.21641791044776118
13	2006-04-22	109	22	0.2018348623853211
14	2006-04-23	112	24	0.21428571428571427

Rows per page: 100 ▾   1 - 100 of 819   First page |<   <   >   >| Last page

```sql
--CREATE TABLE crm_super_market.crm_active_user_retention AS
CREATE TABLE crm_super_market.crm_user_status AS
    with customer_activiy AS (
        SELECT
            PARSE_DATE('%Y%m%d', CAST( SHOP_DATE AS STRING)) AS date_shop
            , *
        FROM
            `spartan-impact-331409.crm_super_market.crm_super_market`
        WHERE
            CUST_CODE IS NOT NULL
        AND
            SHOP_DATE IS NOT NULL
    )
    , active_users_retention AS (
        SELECT
            ACT.date_shop,
            COUNT(DISTINCT ACT.CUST_CODE) AS active_users,
            COUNT(DISTINCT FACT.CUST_CODE) AS retained_users,
            CAST ( COUNT(DISTINCT FACT.CUST_CODE) / COUNT(DISTINCT ACT.CUST_CODE) AS FLOAT64) AS retention
        FROM
            customer_activiy AS ACT
        LEFT JOIN
            customer_activiy AS FACT
        ON
        ACT.CUST_CODE = FACT.CUST_CODE
        AND
        ACT.date_shop = FACT.date_shop - INTERVAL 30 day
        GROUP BY 1
        ORDER BY date_shop
    )
    , user_firstTime_purChase AS (
        SELECT
            CUST_CODE
            , MIN( date_shop) AS firstTime_purChase
        FROM
            customer_activiy
        GROUP BY
            CUST_CODE
        ORDER BY
            CUST_CODE
    )
    , user_profile AS (
        SELECT
            CUST_CODE
            , CASE
                WHEN DATE_DIFF ( MAX( date_shop), '2008-06-01', DAY) <-30 THEN 'Churn'
                WHEN DATE_DIFF ( MIN( date_shop), '2008-06-01', DAY) < 0 THEN 'Inactive'
                ELSE 'Active'
            END AS user_status
        FROM
            customer_activiy AS ACT
        GROUP BY CUST_CODE
        ORDER BY CUST_CODE
    )

SELECT
    *
FROM
    user_profile
```