```
WITH TRANSITION AS (
  SELECT DISTINCT CUST_CODE, PERIOD,
  CAST(SAFE.SUBSTR(CAST(PERIOD AS STRING), 1,4) as INT64) AS YEAR,
  CAST(SAFE.SUBSTR(CAST(PERIOD AS STRING), 5,2) as INT64) AS MONTH,
  CAST(SAFE.SUBSTR(CAST(LAG(PERIOD, 1) OVER (PARTITION BY CUST_CODE ORDER BY PERIOD)
as STRING), 1,4) as INT64) PREVIOUS_YEAR,
  CAST(SAFE.SUBSTR(CAST(LAG(PERIOD, 1) OVER (PARTITION BY CUST_CODE ORDER BY PERIOD)
as STRING), 5,2) as INT64) PREVIOUS_MONTH,
  LAG(PERIOD, 1) OVER (PARTITION BY CUST_CODE ORDER BY PERIOD) PREVIOUS_PERIOD,
  LEAD(PERIOD, 1) OVER (PARTITION BY CUST_CODE ORDER BY PERIOD) NEXT_PERIOD,
  FROM (
    SELECT DISTINCT CUST_CODE,
    CAST(SAFE.SUBSTR(CAST(SHOP_DATE AS STRING), 1,6) as INT64) AS PERIOD
    FROM SUPERMARKET.TRANSACTIONS_2STORES
    WHERE CUST_CODE IS NOT NULL
    GROUP BY CUST_CODE, PERIOD)
  GROUP BY CUST_CODE, PERIOD
  ORDER BY CUST_CODE, PERIOD)
SELECT CUST_CODE, PERIOD,
CASE
  WHEN PREVIOUS_PERIOD is NULL THEN "New Customer"
  WHEN (YEAR-PREVIOUS_YEAR)*12 + (MONTH-PREVIOUS_MONTH) = 1 and NEXT_PERIOD is
not NULL then "Repeat Customer"
  WHEN (YEAR-PREVIOUS_YEAR)*12 + (MONTH-PREVIOUS_MONTH) > 1 and NEXT_PERIOD is
not NULL then "Reactivate Customer"
  WHEN NEXT_PERIOD is NULL then "Churn Customer"
END AS STATUS
FROM TRANSITION
GROUP BY CUST_CODE, PERIOD, STATUS
ORDER BY CUST_CODE, PERIOD
```

Output :

Row	CUST_CODE	PERIOD	STATUS
1	CUST0000000181	200701	New Customer
2	CUST0000000369	200604	New Customer
3	CUST0000000369	200605	Repeat Customer
4	CUST0000000369	200606	Repeat Customer
5	CUST0000000369	200607	Repeat Customer
6	CUST0000000369	200608	Repeat Customer

Dashboard :

Customer